

# The Editor & Publisher

## and The Journalist

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UNIVERSITY

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NEW YORK, MARCH 25, 1916

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They offer you the advantage of "*preferred position*" in a "*preferred section*" of *The Sunday Tribune*—a section *universally popular*—a section which attracts the earnest attention of *EVERY Sunday Tribune* reader.

And yet with all these advantages the rate is only \$700 per page. Make your reservations ahead.

## The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over  $\left. \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 300,000 \text{ Daily} \end{array} \right\}$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco

# New York an Ideal State in Which to Test the "Zone System" of Advertising!

Manufacturers May Utilize This List of Daily Newspapers in Driving "Advertising" and "Distribution" in Double-Harness—and This Team Can Take Any Good Product to Market!

Written By W. D. SHOWALTER  
The Showalter Advertising Service, New York

How many magazines would you have to use in order to reach 3,931,710 subscribers WITHIN THE STATE OF NEW YORK? It would have to be a long list—and the aggregate rate would be prohibitive.

Yet, through using the daily newspapers listed on this page, you are able to reach that number of readers, within the state, at a line rate of \$6.38—less than the line rate in some of the magazines and weekly periodicals.

Which method is best?

If you are seeking to establish a market, a distribution, for your products IN THE STATE OF NEW YORK, the newspapers afford you the only channel for advertising even worth considering. If you desire, above all, to see your name, and the product you sell, prettily displayed in a nicely printed magazine or periodical, of so-called "National circulation," then the magazines are alluring.

If you are selling a product of general usefulness, it is your best plan to CONCENTRATE ON ONE ZONE OF DISTRIBUTION until that territory has been won. Zone by zone, through the medium of the best daily newspapers, you may establish your product—always at a manageable expense.

"General publicity," not properly harnessed with your system of distribution, is a thing of the past.

Localized advertising, advertising to the people in cities where your product is ready for them, means not merely the most inexpensive way to find your market—it means the ONLY PRACTICABLE WAY.

Not ALL daily newspapers of the state of New York are listed here. But those that are listed are such as would be chosen, for a state-wide advertising campaign, by a majority of advertising men. They are representative papers. They are live papers—and that means that in them your advertising will share with the news of the day the attention and interest of readers.

The list is small enough to make the line rate within the reach of your appropriation; and large enough to "make" your product in the biggest of the states.

An advertising campaign, carried through these newspapers, is not a venture, not a hazard. If your product is right, your copy informing and interesting, and your dealers ready to supply the demand, these newspapers will do the rest for you.

## Newspapers in New York State Which Will Help Sell Your Goods

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines	
Albany Knickerbocker Press (M) ..	41,229	.06	.06	New York Evening Post (E) .....	20,598	.18	.16	
Albany Knickerbocker Press (S) ..	33,836	.06	.06	New York Press (M) .....	110,869	.27	.225	
Brooklyn Eagle (E) 3c .....	44,096	.16	.16	New York Press (S) .....				
Brooklyn Eagle (S) 3c .....				Brooklyn Standard Union (E) .....	*58,623	.15	.15	New York Sun (M&S) .....
Brooklyn Standard Union (E) .....	*67,280	.15	.15	New York Sun (E) .....	155,009	.30	.27	
Brooklyn Standard Union (S) .....	110,274	.14	.12	New York Times (M) .....	318,274	.50	.425	
Buffalo Courier-Enquirer (M&E) ..	8,275	.0179	.0129	New York Times (S) .....				
Corning Evening Leader (E) .....	20,057	.035	.03	New York Tribune (M&S) .....	82,674	.25	.21	
Elmira Star-Gazette (E) .....	5,512	.0143	.0108	New York Telegram (E) .....	223,848	.285	.27	
Gloversville Leader-Republican (E)	6,489	.02	.015	New York Telegram (S) .....	232,640	.20	.18	
Gloversville Herald (M) .....	6,335	.035	.015	New York World (M) .....	391,158	.40	.40	
Ithaca Journal (E) .....	8,386	.0358	.0214	New York World (S) .....				
Newburg Daily News (E) .....	5,907	.0214	.015	New York World (E) .....	403,787	.40	.40	
Mt. Vernon Daily Argus (E) .....	293,784	.40	.38	Oneonta Star (M) .....	6,484	.0136	.0107	
New York American (M) .....	690,889	.60	.57	Poughkeepsie Star (E) .....	6,260	.0215	.0115	
New York American (S) .....	187,429	.28	.27	Rochester Union & Advertiser (E)	*38,358	.10	.06	
New York Globe (E) .....	98,651	.40	.40	Schenectady Gazette (M) .....	20,632	.06	.04	
New York Herald (M) .....				*23,230	.035	.035	Troy Record (M&E) .....	
New York Herald (S) .....	17,926	.18	.15				*A. B. C.	3,970,068
N. Y. Journal of Commerce (M) ...	159,520	.32	.29	Ratings Government Statements, Oct., 1915.				

The Newspapers listed on this page offer 3,970,068 average Circulation at a total combined cost of \$6.44 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of New York State, and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the Benefit?

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York, Phones, Beekman 4330, 4331.



# The Editor & Publisher

## and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48.

NEW YORK, MARCH 25, 1916

No. 42.

### TRUTH IN ADVERTISING DEFEATS BOND ISSUE

When St. Paul Politicians, Backed by Newspapers, Try to Bond City for \$1,000,000 without Telling How Money Is to Be Spent, Taxpayers' Association Uses Advertising with Success.

ST. PAUL, March 20.—How the united power of the daily press plus the power of certain public officials, who desired to bond the city for a million dollars on the eve of an election in which they were candidates, was defeated by truthful advertising against tremendous odds is here set down.

St. Paul is a big, growing, prosperous municipality, and is proud of its public school system upon which it expends approximately one and one-half million dollars every year. The last three years' growth of the city has resulted in overcrowding the schools. When the authorities decided to submit to the voters a proposition to bond the city for a million dollars for school enlargements it was believed the proposition would carry with practical unanimity. As the time for election drew near the Mayor and Commissioner of Education refused to tell how the million was to be spent, and popular suspicion arose.

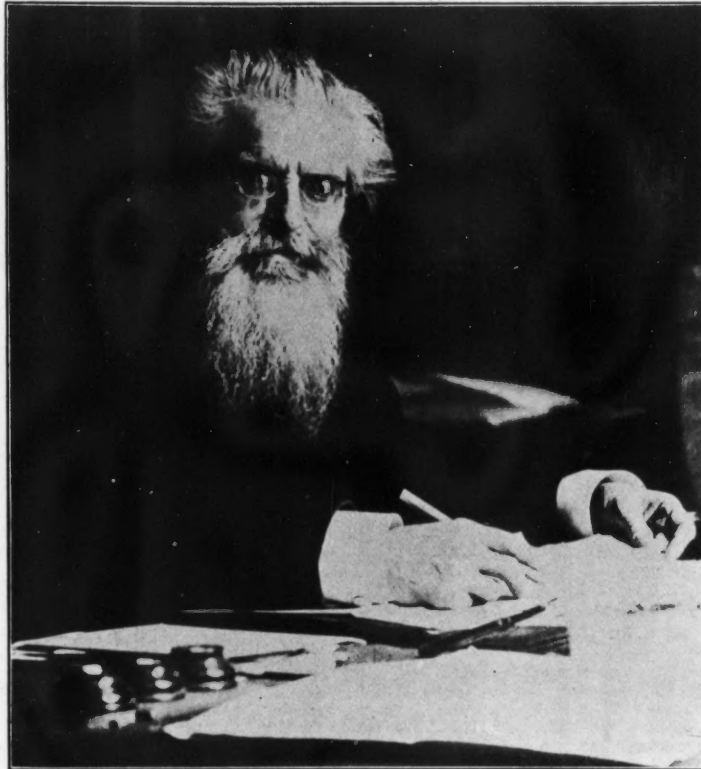
#### LOOKED LIKE EXTRAVAGANCE.

Investigation developed that with \$300,000 less annually, the city government, before the change to the commission system was made, administered the schools more economically and satisfactorily than now. The two officials named insisted that the vote be had at once, and that a "survey" of the school bonds situation be made after the money had been voted. The English daily press of the city unitedly supported them in this contention, and denounced every demand of the taxpayers to be shown how the money was to be spent. These taxpayers accordingly served notice on the city government, on the newspapers and on various organizations, which seemed bent on getting the money without showing how it was to be used, that they would oppose the issue at the polls.

The election was to be held on Tuesday, March 7. On Thursday, March 2, a representative of the taxpayers conferred with the head of the Corning Advertising Agency, and an eleventh-hour desperate campaign to get the facts before the voters was decided upon. It seemed like a hopeless case. Nevertheless, a statement was dictated to the taxpayers and hurried over to an all-night print-shop that afternoon. The following day 30,000 pamphlets were being distributed in the business district.

#### DENUNCIATION DREW ATTENTION.

The newspapers ran the pamphlet, with some of the strong language deleted, as a "paid advertisement," which the opponents of the bonds regarded as proof that the papers would not print both sides of the controversy in their news columns. The editor of one paper published an editorial, three columns wide, denouncing the advertising agent and his circular, which editorial appeared simultaneously with the circular marked "paid advertisement," and directed the attention of practically all the readers



M. GAUTIER,

FRANCE'S OFFICIAL CENSOR, WHOM CORRESPONDENTS REGARD AS THEIR CHIEF ENEMY.

to the advertisement which otherwise might have escaped their attention.

On Monday, the day before the election, the papers teemed with abuse of the authors of the pamphlet, and were filled with replies to the circular made by advocates of the bonds. It was confidently predicted that the bonds would carry by a tremendous majority.

The election showed that the male voters by an overwhelming majority were against the bonds and that the women voters by a majority of about 3 per cent. were also against them. The Taxpayers' Association, by the expenditure of something less than \$500, had nullified the work of weeks carried on systematically by the politicians.

This is an illustration in a hitherto comparatively untried field of the possibilities of the practical application of the great slogan of the world's ablest publicity experts, "Truth in Advertising."

#### St. Louis Post-Dispatch Borrows \$600,000

ST. LOUIS, March 21.—A deed of trust, securing a \$600,000 bond issue on the new Post-Dispatch building, which is going up at the northeast corner of Twelfth and Olive Streets, has been filed here with the Recorder of Deeds. It shows that the Pulitzer Publishing Company, publisher of the Post-Dispatch, has borrowed \$600,000 from Ralph Pulitzer, Joseph Pulitzer, jr., and J. Angus Shaw, trustees of the trust authorized in Joseph Pulitzer's will. There are fifteen bonds, bearing 5 per cent. interest. The deed of trust covers the building and equipment in the future home of the Post-Dispatch.

### ASSOCIATED BUSINESS PAPERS IS ORGANIZED

Federation of Trade Press Associations Is Superseded by the New Body—Delegates Adopt a Constitution and By-Laws at Pittsburgh Convention—Annual Meeting in September.

A special meeting of the Federation of Trade Press Associations in the United States was held at the Fort Pitt Hotel, Pittsburgh, last Saturday, for the purpose of acting upon the proposed revision of the constitution and by-laws of that organization. Twenty delegates representing associations in New York, Philadelphia, Chicago, St. Louis, and Grand Rapids were in attendance. They included:

#### WHO WERE PRESENT.

President A. A. Gray, Western Electrician, Chicago; vice-president, W. H. Ukers, Tea & Coffee Journal, New York; secretary-treasurer, Charles Allen Clark, American Paint & Oil Dealer, St. Louis; Frank Leroy Blanchard, Editor and Publisher; Charles W. Price, Electrical Review; Wm. L. Roberts, Advertising and Selling; S. T. Henry, McGraw Publishing Co.; A. C. Pearson, Dry Goods Economist; Henry Lee, Simmons-Boardman Publishing Co.; G. E. Sly, American Architect; M. C. Robbins, Iron Age, and D. O. Haynes, Pharmaceutical Era, all of New York; C. A. Tupper, Mining World; H. H. Rosenberg, Brick and Clay Record; Fred D. Porter, and F. Ford, National Bulder; and J. Winchester Colman, Mining World, of Chicago; F. H. Littlefield, Drygoodsman, of St. Louis; Bartley J. Doyle, of the Keystone Publishing Co., Philadelphia, and J. N. Nind, jr., Grand Rapids Furniture Record, Grand Rapids, Mich.

#### MR. UKERS GIVES REASONS WHY.

W. H. Ukers, of New York, chairman of the reorganization committee, explained the changes in the constitution recommended by the committee. Copies of the report had been submitted to the several associations belonging to the Federation for their action several weeks ago, so that the delegates were thoroughly familiar with the provisions of the proposed constitution. Several suggestions made by them, chiefly affecting the phraseology of some of the sections, were adopted.

The principal change under the new order of things is that membership in the organization is to be held by individuals rather than by associations.

Another change is in the name of the organization, which had hitherto been known under the somewhat cumbersome title of "Federation of Trade Press Associations of the United States." In the report of the reorganization committee the new name selected and recommended was the "Associated Business Press." Mr. Ukers said that subsequent to the preparation of the report it had been deemed desirable by the committee to recommend as a substitute the "Associated Business Papers," on the ground that the word "Press" was used in the titles of a large number of organizations that had nothing whatever to do with the publication of newspapers or periodicals. The delegates approved of the change.

(Continued on next page)

### NEW BILLS IN CONGRESS

Three Measures Introduced Various Affecting Newspaper Interests.

WASHINGTON, March 21.—Senator Culbertson, of Texas, has introduced in the Senate a bill to provide punishment for assaults and threats in writing or print against the President of the United States and his potential successors in office. The bill, Senate 5120, makes it a crime for any person to mail any paper or other document containing such threat, and fixes as punishment therefor a fine not exceeding \$1,000, or imprisonment for five years, or both.

Representative Blackmon, of Alabama, has introduced in the House of Representatives a bill to require all common carriers engaged in interstate and foreign commerce to collect, accept, receive, transmit, and deliver all express packages not exceeding fifty pounds in weight. This would include all newspapers in packages.

Representative Carew, of New York, has introduced a bill to extend to certain publications the privileges of third-class mail matter. The bill, H. R. 13347, which was referred to the Committee on Post Offices and Post Roads of the House, reads as follows:

That all periodical publications, shown to the satisfaction of the Postmaster-General to be intended for the extension of the foreign commerce of the United States, printed in a language other than English, issued at stated intervals as frequently as twelve times a year, and not entered as second-class mail matter, shall be admitted to the mails as third-class mail matter.

The Beloit (Wis.) Daily News has had plans drawn for a new building to cost \$50,000.

After the various provisions of the new constitution had been duly discussed, the document was unanimously adopted as the constitution of the association. The old officers were continued as officers of the new organization, the annual meeting of which will be held the third Thursday in September, each year.

As the Associated Business Papers is now a departmental of the Associated Advertising Clubs of the World, the June meeting at the Philadelphia Convention will be devoted to the consideration of subjects that are of interest to advertisers and advertising agents, and not to those relating exclusively to the organization itself. Arrangements are being made for several joint sessions at Philadelphia, which will be unusually attractive and helpful to all who have to do with the business papers of the country.

During the afternoon at the Pittsburgh meeting the executive committee, consisting of A. A. Gray, C. A. Tupper, A. C. Pearson, W. H. Ukers, and Charles Allen Clark, went into session. By invitation of the committee the delegates met with the committee and discussed several matters coming within its jurisdiction.

Before leaving for New York, President Gray expressed his great satisfaction over the work accomplished by the meeting.

"I believe that we have been making real history to-day," he said. "The organization is now in a position to go ahead and accomplish something worth while for the business papers of the country. The appointment of Mr. Sweetland as chairman of the committee to cooperate with the Bureau of Foreign and Domestic Commerce, and Mr. Henry as chairman of the committee to cooperate with the Federal Trade Commission marks the beginning of what I believe will be a new era in our field. We have plans in contemplation which, when put into effect, will make the organization invaluable to publishers and advertisers alike."

#### Recruits Wreck Newspaper Plant

TORONTO, March 20.—A report from Vancouver states that a mob of Japanese recruits wrecked the plant of the Canadian News, a paper owned and published by a Japanese, on Sunday night. It appears that the recruits have been in training for two months, but as yet have not been fitted out with uniforms. They had become much dissatisfied at the delay, and had threatened to create a disturbance. The Canadian News published an article urging them to keep quiet and not cause trouble. In revenge for its supposed interference, the attack was made. Police reserves were called out, and several men were arrested.

#### Fire Wrecks Razor Factory

As the result of a fire which wrecked the factory of the Durham-Duplex Razor Company, at Mercer and Montgomery Streets, Jersey City, on March 20, the 400 employees of the factory will be without work until the company can establish itself in a new building which it is erecting. The Durham-Duplex Company is one of the largest users of newspaper advertising space in the country.

#### McMillen, Violinist, Loses Suit

The suit of Francis McMillen, a professional violinist, sued the Reading, Pa., Printing Company, publishers of the Reading Telegram and the News-Times, for \$10,000, because of a criticism of his performance in that city, printed in those newspapers. The Berks County Court gave a decision in favor of the defendant, but McMillen carried it to the State Supreme Court, which last week sustained the judgment of the lower court.

Many English newspapers are being set in minion to save white paper.

## WAR DEPARTMENT RIGIDLY RESTRICTS NEWSPAPER CORRESPONDENTS IN FIELD

### Government Limits Number Permitted to Enter Mexico with the Punitive Expedition Sent After Villa—Secretary Baker Hears Correspondents Before Deciding Which Papers May Send Representatives.

WASHINGTON, March 22.—The race between the big newspapers and the press associations of the country to get their correspondents designated to accompany the punitive expedition sent after Pancho Villa became so acute, and at a time when Secretary of War Newton D. Baker was not fully acquainted in his new position, that he resolved upon the novel expedient of granting a hearing to the newspaper men who desired to see him on the subject. The controversy started when the Secretary showed to Richard V. Oulahan, of the New York Times, and W. J. Cochran, of the St. Louis Republic, a list of those who would be allowed to go, those named on the temporary order being representatives of the "five news associations," to wit, the Associated Press, United Press, New York Sun, International News Service, and New York Herald.

At once the question arose as to whether the Herald was a press association, strenuous objections being made to its being considered any more a press association than the New York Times, Tribune, World, Chicago Tribune, Chicago News, and half-a-dozen other newspapers which, their representatives assured Mr. Baker, sell as much news to other papers as does the Herald.

Gen. Funston really solved this first controversy by sending word that he wanted only four correspondents. So the Herald was eliminated. Then Mr. Baker held the hearings which really determined the papers which were allowed to send men two days later, the successful ones being the New York Times, Tribune, Herald, and World, and the Chicago Tribune and News.

At the hearing the first speaker was Mr. Oulahan, chairman of the Standing Committee on Correspondents, who dwelt on the circulation and importance of the Times, and was generous in his references to the other big papers. He was followed by Arthur S. Henning, of the Chicago Tribune, who dwelt particularly on the fact that, should his paper and other specials be denied the privilege of sending men to the front, while the International (New York American and Chicago Examiner) in competition with the other New York and Chicago papers, should be permitted to have a special service, the result would be to turn the clients of the Chicago Tribune and other specials over to the Hearst service.

Stress was also laid on this point by Roy W. Vernon, of the Chicago News, and by Clinton W. Gilbert, assistant editor of the New York Tribune, who was so anxious for the Tribune to have a man at the front that he made a special trip to Washington for the occasion. Charles S. Albert, head of the New York World Bureau, asked for two men, one for the World, and one to look out for the St. Louis Post Dispatch, an afternoon paper.

At this point occurred one of the humorous touches of the hearing. Turning to his old friend Ben Allen, of the Cleveland Plain-Dealer, Mr. Baker, who is from Cleveland, asked: "Ben, are you going to let the St. Louis folks be heard without a word from Cleveland?" "The Plain-Dealer gets our service," said Mr. Henning.

Following Mr. Baker's statement that he would allow only four men to go now, but would urge Gen. Funston to permit more later, Carter Field, of the New York Tribune, proposed that those newspapers desiring to take the risk be permitted to send men down, have them properly accredited, but with the distinct understanding that they should

be allowed to follow the column only in the event that they would not embarrass Gen. Funston, this point to be determined by the general himself.

"That would not be good faith with the newspapers, to permit them to take that risk," replied Secretary Baker.

"But suppose the papers would be entirely willing to take that risk?" persisted Mr. Field.

"I am not willing to send the correspondents in that way, because Gen. Funston would consider it almost an order from me to take them," said Mr. Baker.

Those permitted to go with the expedition in search of Villa are H. W. Blakeslee, Associated Press; H. D. Jacobs, United Press; Damon Runyon, International News; Geo. L. Clements, New York Sun; Floyd P. Gibbons, Chicago Tribune; Robert Dunn, New York Tribune; Junius B. Wood, Chicago Daily News; Frank B. Elser, New York Times; J. S. Stuart Richardson, New York Herald; P. B. Utech, New York World; Adrian C. Duff, American Press Association, and William Fox, Underwood & Underwood. Any photographs taken by Mr. Fox will be available not only for that firm, but for any newspaper that wants to pay for them. Mr. Fox goes with this understanding.

Now it is reported that Government officials have become alarmed over the circumstantial statements of troop movements and particularly of intended troop movements contained in certain American newspapers. Therefore a plan for the muzzling of American newspapers, so far as publications of movements of United States troops in Mexico is concerned, is being considered by the White House, the War Department, and the Department of Justice.

Published statements of the fact that the American troops intended to move by night in Mexico in order to puzzle Villa have been especially objected to by the officials. The plan under consideration is understood to call for an agreement among the proprietors of leading newspapers not to give publication to stories of a character that would aid Villa in eluding the United States troops.

This is the first time in American history that the War Department has taken the step of limiting rigidly the number of newspaper correspondents permitted to enter a field of operations. Also for the first time the War Department has issued a form of drastic "Regulations Concerning Correspondents with the United States Army in the Field." The full text of these regulations, which bear the date "March 15, 1916," is as follows:

#### PREFACE.

The press has an undoubted public function to perform with respect to the collection and dissemination of news concerning the operations of the army in time of war. The dissemination of falsehoods, or the equally reprehensible distortion of facts, no less than the premature disclosure of movements or plans, is so fraught with dangerous consequences that all right-minded men agree that the greatest care should be observed in this matter. It is a fact that the press occupies a dual and delicate position, being under the necessity of truthfully disclosing to the people the facts concerning the operations of the army, and at the same time of refraining from disclosing those things which, though true, would be disastrous to us if known to the enemy. It is perfectly apparent to every one who considers the question, that these important functions cannot be trusted to irresponsible people, and can only be properly performed under reasonable rules and regulations with respect thereto.

The Secretary of War, in conjunction with newspaper men of responsibility, has been considering this question for some time with a view to its proper treatment. The accompanying rules and regulations concerning correspondents in the field are the result. It is the hope of the Secretary that the newspaper press of the country will join with him in carrying out these regulations in the spirit in which they are con-

(Concluded on page 1284)

## BILL-POSTERS MUST DISSOLVE

### Judge Landis Decides Organization Violates Anti-Trust Law.

CHICAGO, March 15.—The Associated Bill-Posters of the United States and Canada, one of the largest advertising enterprises in the world, is a combination in violation of the Anti-Trust law, and must be dissolved, according to a ruling given yesterday by Judge Kenesaw Mountain Landis in the United States District Court. District Attorney Charles F. Clyne is preparing an order for dissolution which will be submitted in a few days.

The officers of the company, who were named among the defendants, are: Peter J. McAlinney, president, St. Louis; L. T. Bennett, vice-president, Port Huron, Mich.; John E. Shoemaker, treasurer, Washington; John H. Logeman, secretary, Chicago.

The suit, which was brought by the Government in 1912, marks a triumph for the independent bill posters, many of whom were Government witnesses at the hearing last winter. W. C. D'Arcy, of St. Louis, was chief among the independent advertising men who testified as to the alleged high-handed tactics of the "Trust."

The Government's contentions which Judge Landis upheld were as follows:

That only one bill-poster in each town where the organization operated was allowed to be a member of it.

That rules prevented members from accepting national work from any advertisers who furnished business to non-advertisers.

That a schedule of prices was adopted for all parts of the country.

That the association furnished money to members with which to buy their competitors' businesses.

That a commission of 16 2/3 per cent. was required for the payment of solicitors.

That the rules prohibited members from accepting work from solicitors who were not licensed by the organization.

## DOUBTS BIG RISE IN GASOLENE.

### Anyway, Public Will Not Go Without Automobile, Says Macauley.

DETROIT, March 20.—Speaking of the predicted heavy advance in the price of gasolene, Alvan Macauley, vice-president and general manager of the Packard Motor Car Co., said to a representative of THE EDITOR AND PUBLISHER: "In the first place, we think it is exceedingly unlikely that the price of gasolene will be increased, as predicted. We can say further, that we do not believe the public will be content to do without automobiles, even if gasolene should double in price.

"Respecting the plans of the automobile companies, I can only say for ourselves that we have not taken the future price of gasolene into consideration at all in our manufacturing plans."

## MAY AVOID FAKE AD QUESTION

### Federal Trade Commission Probably Will Refuse to Pass on Problem.

WASHINGTON, March 22.—The Federal Trade Commission will, in all probability, not rule on the question of what is fake advertising. This question has been raised and brought to the attention of the Commission by several advertising associations. It is believed that the Commission, should it reach a decision on this subject, would rule that it has control over only such cases as could be defined as unfair competition, and that any question touching fraudulent advertising would come within the province of the Post Office Department, and would have to be handled by that Department.

It is believed that the Federal Trade Commission might take cognizance of a case, for example, where a firm "advertised" and offered for sale a certain cloth to be "pure silk." Upon examination the material is found to be merchandised cotton, thus proving the intent to defraud. Such a case, it is believed, would come within the powers of the Commission and could be handled as one of unfair competition.



## SUPREME COURT DECISION PAVES WAY FOR STATE LEGISLATION ON COUPON-STAMP EVIL

Publishers of Newspapers Foresee Early Action in Many States Taxing and Regulating the Business of the Stamp and Coupon Companies.

(The Editor and Publisher is in receipt of a great many letters from publishers of daily newspapers, in many different States, forecasting legislative action, at the next sessions of their State lawmakers, placing the trading stamp and coupon devices under State control and regulation, with tax or license provisions which in many instances—as in the Washington State law—will make for the total extinction of the evil. A few of these letters are printed herewith. The Supreme Court decisions, upholding the Florida and Washington State laws, have cleared the atmosphere, and placed the matter up to the States themselves. Editors and publishers of newspapers in stamp-ridden States face the important task of educating public opinion on this matter, and of bringing all proper influence to bear upon State legislators, to the end that a burdensome and evil tax upon trade may be wiped out.—Ed.)

### PENNSYLVANIA MAY ACT.

E. J. STACKPOLE, JR., Harrisburg (Pa.) Telegraph.—"The Telegraph is heartily in accord with the attitude of THE EDITOR AND PUBLISHER in its belief that such advertising, if used in connection with coupons and trading stamps, is harmful, and for a number of years the Telegraph has had no account with advertisers who employ these methods. Sometime ago we took the matter up with Congressman Kreider, of Pennsylvania, who agreed to enlist his services in bringing about legislation in this State against these devices. At the present time, however, there is no law covering the matter. The merchants of Harrisburg, at least, a large majority of them, coincide with the Telegraph in this view which opposes the employing of these devices in their advertising. I can assure you that we shall be heartily glad to see the efforts of THE EDITOR AND PUBLISHER in this fight prove successful."

### "BEST THING FOR NEWSPAPERS."

H. F. BLISS, president, Janesville (Wis.) Gazette.—"We wish to commend your work on the trading-stamp proposition. It is the best thing for newspapers that has been done for many a day. I find that we have no State law in Wisconsin prohibiting the use of these stamps. Something like a dozen years ago we took hold of the matter locally, and succeeded in driving the stamps out of the city. Since then we have had no trouble except with the chain stores, and as this is the only kind of advertising they do their competition is not very keenly felt. We would be glad to take the matter up with our Legislature when it meets next winter, and see if something cannot be done."

### FROM INDIANA'S FIRST CITIZEN.

DELANAN SMITH, publisher, Indianapolis (Ind.) News.—"The Indianapolis News regards all premium and coupon advertising as a waste, and declines to accept for its columns advertising of this character."

### FROM THE GOVERNOR OF KANSAS.

ARTHUR CAPPER, publisher, Topeka (Kan.) Capital.—"In principle, the Topeka Daily Capital is opposed to coupons and trading stamps. We believe the idea underlying the trading system to be fundamentally wrong, based on inherent weakness of human nature, which leads the unsophisticated to hope to 'get something for nothing.' The system entails a tax upon both the retailer and the consumer, from which

there is no adequate return. The Capital conducted a vigorous campaign against the trading-stamp systems when they were introduced into Topeka, about two years ago, but since that time, in the regular course of business, it has not barred stamp advertising from its columns. We are in hearty sympathy with the campaign you are conducting against the system."

### "A BODY BLOW TO THE SCHEME."

FLEMING NEWBOLD, business manager, Washington (D. C.) Star.—"We have always considered trading stamps not



CLARE BRIGGS'S NEW HOME, BUILT OF OLD SHIP TIMBERS.

only a menace to newspapers, but an evil method of merchandising. The Star has fought them from the first, and they have practically been kept out of Washington for a great many years. The profit-sharing coupon is a similar menace and evil. The recent decision of the Supreme Court, upholding the tax on trade coupons, is evidently a body blow to the scheme, as it puts it up to the State Legislatures to decide whether or not the people wish such schemes freely exploited, and I think they will be taxed out of existence."

### INDIANA MERCHANTS WILL ACT.

A. C. KEIFER, manager, Terre Haute (Ind.) Tribune.—"The trading-stamp and coupon evil is very strong here. Many of the merchants use them. The Indiana Retail Merchants' Association is opposed to the use of stamps and coupons. THEY HAVE BEEN WAITING FOR THE DECISION JUST RENDERED IN THE FLORIDA CASE, as the Trading Stamp law in Indiana is similar. We understand that the Indiana merchants opposed to stamps are making preparations to see that the Indiana law is enforced, and the Tribune will be at their service to render assistance possible. The newspapers are certainly under obligations to THE EDITOR AND PUBLISHER for the great fight it is making on the coupon evil."

### OHIO WILL TAKE NOTICE.

W. H. RIBLE, business manager, Columbus (O.) State Journal.—"Trading-stamp and coupon legislation in our State will have some attention. We are in sympathy with you and your work in clearing up advertising propositions by the discontinuance of such things as trading stamps and coupons."

## BUILT OF OLD SHIP LUMBER

Unique Residence of Clare A. Briggs, the Tribune's Cartoonist.

Seventy-five tons of old ship lumber were used in the construction of the early English period house of Clare A. Briggs, in Wykagyl Park, New Rochelle. The use of this lumber gives the house a most unique and interesting appearance because of the age and color of the old schooner timbers. The view herewith shown is the east front, featuring the heavy window frames, and the ship knees beneath the oriel windows. The rugged character of this timber is not apparent in the photograph, nor is the peculiar color caused by the chemical action of the salt in the wood. This color is a purplish grey and not unlike the color of weathered fence rails.

## PHOTO ENGRAVINGS WILL NOW COST MORE

New Scale Adopted by Chicago Convention, Providing for Advance of 20 Per Cent., Goes into Effect in New York April 3—Increased Cost of Labor and Raw Materials Principal Reasons.

A general average minimum increase of 20 per cent. in photo engravings will become operative in New York city, on April 3. This was decided upon Tuesday evening at a meeting of the Photo Engravers' Board of Trade, of New York, and is based upon the standard scale for selling their products, adopted by the National Association of Photo Engravers, at the Chicago convention, in June, 1915.

In discussing the proposed increase with a representative of THE EDITOR AND PUBLISHER, one of the officials of the Photo Engravers' Board of Trade said that the standard scale is designed on cost plus legitimate profit. One of the important items in the cost, he said, was the increased cost of labor, necessitated by a new labor agreement entered into by the Board of Trade with the Photo Engravers' Union, which becomes operative April 3.

### SOME REASONS FOR ADVANCE.

Another reason for the increase, he pointed out, was the greatly increased cost of raw materials, which have risen from 33 per cent. to 1,246 per cent. in the last year and a half. As a forerunner to the proposed increase, the various members of the Board of Trade have sent to each of their customers a circular entitled, "Why Photo Engraving is Costing More," and showing a comparison of the prices quoted in July, 1914, and March, 1916.

In this schedule, copper, one of the principal ingredients of photo engraving, is shown to have increased 46 per cent., or from 35½ cents in July, 1914, to 52 cents in March, 1916. Zinc, another of the important raw materials, is shown to have increased 240 per cent., while 40 per cent. nitric acid and 20 per cent. muriatic acid have each increased 100 per cent. The biggest increase, according to the circular, was in potassium bromide, which rose from 41 cents in July, 1914, to \$5.52 in March, 1916, or 1,246 per cent. Other large increases quoted are: Mercury bichloride, 608 per cent.; hydroquinone, 770 per cent.; copper sulphate, 284 per cent.; acetic acid, 240 per cent.; acetone, 225 per cent.

### HIGHER PRICES FOR SMALL CUTS.

Analysing the new scale of prices, the Board of Trade points out that the burden of the increase will fall upon the small engravings, while the increase in the large plates will be proportionately small. Under the present method of price-making, the Board of Trade states, the profits of the business are almost wholly derived from the "fat" on the large engravings. With the new scale in operation there will be, according to the estimate of the Board of Trade, a reasonable profit.

This means that three-inch engravings will cost proportionately that much more than two-inch engravings, and so on upwards to the largest engravings. By this method, it is estimated that while the cost of the small engraving will average considerably more than the large engraving, yet the general yearly cost to the consumer will be practically the same as now.

At the meeting of the Board of Trade on Tuesday evening, fifty-four members, representing thirty-four concerns, were present. A meeting of the board of directors of the Board of Trade was held on Wednesday afternoon, at which the action of the Board of Trade was ratified, after which the new scale of prices was ordered printed and distributed to the customers of the members. Introductory to the distribution of the new price-scale, a circular letter will also be sent out, informing the customers of the proposed increase, and setting forth the reasons.

### N. Y. NEWSPAPER MEN FORM TRAINING CORPS

With Sanction of Major-General Wood and Under Instruction of Coast Artillery Officers, 270 Editorial Workers Organize for Weekly Drills to Fit Themselves for Officers of Volunteers.

Newspaper men to the number of 270, employed on the editorial staffs of 27 daily papers and news organizations in New York city, as well as nine former reporters and magazine writers, have formed an Officers' Training Corps, from which may be recruited, should the need arise, commissioned officers for the United States Volunteers to defend the honor and safety of the nation. Weekly drills, in both floor work and tactics, are held at the 71st Regiment armory, N. Y. N. G., and it is planned to participate in an open-air encampment the coming summer.

Organization of the Corps has received the sanction of the War Department, and has the personal approval of Major-General Wood, Commanding the Department of the East, United States Army.

Senior instructor of the Newspaper Men's Corps is Major Harrison Hall, of the Coast Artillery Corps, Fort Totten. Lieut. Philip Mathews, of the 135th Coast Artillery (Fort Totten) is junior instructor. The Corps is under the direct patronage and charge of Col. Edwin F. Glenn, Chief of Staff, Department of the East. Both instructors have volunteered for this special work.

#### SOME INTERESTING DETAILS.

Use of the 71st Regiment armory as Corps Headquarters was obtained through the courtesy of Colonel W. G. Bates, Commander of the Regiment. Drills and tactical instruction are at 11 a. m., on Mondays, for night workers, and at 7:30 p. m., on Thursdays, for day men. A squad for desk men working beyond midnight meets at 1 p. m., Mondays, interlocking for one hour with the earlier squad. The dues are 50 cents a month, the men pay for their own equipment, which costs \$5.13, and the membership roster will remain open for a limited time. Membership is restricted to reporters, editors and writers, or men who formerly qualified as such. Men from the advertising, business, art or printing departments of newspapers or magazines are not eligible. There is no age limit, but of course a man to join must be able-bodied.

#### HOW THE SCHEME STARTED.

Some time ago Blanton Barrett (Naval Academy, '10) re-write man on the New York Evening Journal, conceived the idea that there should be an opportunity for newspaper men to get such training as was given to the business men at Plattsburg last summer. He talked over the plan with Grattan McCafferty, formerly a soldier in the regular army, now re-write man on the Evening Telegram, and Ernest Dupuy, a National Guard officer who is re-write man on the Herald. Together they signed up 100 members in a few weeks. When the applications were taken to Governor's Island, General Wood and Colonel Glenn were absent, and the project was turned down. The enthusiastic patriots, rebuffed, some days later succeeded in seeing Colonel Glenn, who, with General Wood, caught some of their enthusiasm and told the newspaper men that they might have anything they wanted from the War Department. Major Hall volunteered his aid, and then matters came quickly to a head.

Benefits to the newspaper men who enlist are not confined solely to duty in time of war—should war come. The military instruction given fits the graduate to write of army affairs, in peace or war, intelligently, and the physical training is of advantage to the man who wields a pen, or who hammers on a typewriter. Every man who com-

pletes satisfactorily the course of instruction will get a certificate showing that he is qualified to hold a commission as a lieutenant or captain of volunteers.

#### THE MEMBERSHIP OF THE CORPS.

By virtue of elections held on February 10 and 14, by the morning and evening sections, the Executive Committee of the permanent organization comprises the following: Blanton Barrett, Evening Journal; Grattan McCafferty, Evening Telegram; J. S. Richardson, Herald; H. J. Bate, Jr., Press.

The members of the Officers' Training Corps for Newspaper Men, listed under the names of the papers on which they are employed, are the following:

**THE TRIBUNE**—William W. Bardsley, Bronson Bachelor, Robert A. Benchley, Thomas G. Brown, Andrew C. Cavagnaro, William L. Curtin, Roswell Dague, Samuel A. B. Frommer, James T. Grady, William H. Harrison, Frederick L. Hawthorne, H. D. Kingsbury, Randolph Kingsley, William S. Lahey, Herman Laue, John J. Leary, Jr., Edwin N. Lewis, Denis T. Lynch, J. S. McCracken, F. F. McNaughton, Lester Markle, Frank O'Neill, Austin G. Parish, Robert B. Peck, Herbert A. Pierce, Edward M. Powell, Charles E. Seelig, C. A. Taylor, Walter Wilgus, John W. Workman.

**THE AMERICAN**—Oscar S. Armes, Wood Ballard, M. D. Clofne, Richard E. Cornell, Royal Daniel, Jr., W. A. Davenport, Joseph T. Egan, Ben H. Grimm, Henry C. Klemfuss, G. E. Laughery, Channing A. Laidy, John F. Lowther, Charles W. Lynch, James A. Murray, John W. Newton, Henry W. Nichols, A. P. Parkhurst, Jr., George R. Rogan, Robert N. Taylor, Robert Watson, W. F. Wheeler, Joseph Willcombe, Lewis Wood, Alexander Yokel.

**THE HERALD**—Francis E. Ackerman, Peyton Boswell, R. J. Conover, John P. Donlon, Winfield H. Dudley, R. Ernest Dupuy, D. M. Edwards, F. W. M. Hall, H. C. Hillegas, Roland Killon, J. Norman Lynd, Hugh A. McGinley, Barr Price, D. B. Richardson, J. S. Stewart, Richardson, Henry M. Sneyly, Frederick M. Stefano, E. D. Sullivan, Truman H. Talley, George S. Wheat, James O. Winslow, Marshall Wright, Wellington P. Wright.

**THE SUN**—John H. Barlow, Michael V. Casey, James J. Clarke, James L. Dafter, Eugene P. Doane, A. B. Gilman, A. E. Hartzell, William A. Johnson, Francis L. Nelson, C. F. Parish, Albert W. Reddy, Kenneth O. Smith, Milton V. Snyder, Harold G. Telford, Frank G. Vreeland, A. V. Warren, R. H. Warren, Richard H. Watkins.

**THE PRESS**—James W. Barrett, Henry C. Bate, Jr., R. B. Bermann, MacGregor Bond, C. W. Y. Currie, Joseph F. Doherty, Walter L. Drew, Joseph Dunn, Nathaniel Fleischer, Parke F. Hanley, John T. Phillips, M. A. Rose, Alexander McD. Stoddart, Earl B. Thomas.

**THE EVENING SUN**—Charles M. Bayer, H. H. Bernstein, Dana Burdet, Ralph W. Fredsall, G. W. Gabriel, Edward Grinnam, Earl J. Hadley, Leo C. Hillman, Thomas R. Killilea, Quincy S. Mills, William B. Olson, Alfred W. Pierce, George W. Seymour.

**THE EVENING TELEGRAM**—Harry Cunningham, Henry A. Farnham, Bromley Gray, Elisha W. Kelly, Grattan McCafferty, L. S. Mixon, George D. Morris, Edward B. Morse, Randolph Peyton, Edouardo Petri, Albert A. Richards, L. Walter Sammis, Frank D. Woodworth.

**THE WORLD**—William P. Beazell, S. J. Fisher, George L. French, William S. Gill, James P. Herrick, Arthur McKeogh, Frederick Stoker, Horace P. Thurlow, W. Van Beuthuyzen, H. A. Vivian.

**THE EVENING WORLD**—J. A. Brady, Wilson Burke, Bide Dudley, George B. Fife, Richard Freyer, Charles E. Keegan, J. M. Loughborough, Howard McLellan, W. P. McLoughlin, Augustin McNally, James M. Mundy, William P. Randall, Jack F. Reilly, Jr., Gerald C. Smith, Roy A. Stone.

**THE EVENING JOURNAL**—Blanton Barrett, Martin J. Casey, Jr., Eugene Clifford, Francis H. Denprey, J. F. B. Hawthorne, W. O. McGeohan, John J. Martin, William S. Odlin, Frank O. Ryan, Thomas J. Thorp.

**THE COMMERCIAL**—C. R. Barth, E. G. Erikson, Hugh Farrell, D. S. Kendall, Preston S. Kreckler, D. J. O'Keefe, John A. Seabury.

**THE JOURNAL OF COMMERCE**—Edgar M. Ackerman, Michael J. Hickey, David S. Kennedy, R. R. Randall.

**THE WALL STREET JOURNAL**—Arundel Cotter, G. F. Lee, Philip E. McLutry, Thomas York.

**THE EVENING MAIL**—Sidney L. Hydeman, George A. MacDougal, John V. Ranch, Walter W. Ward.

**THE TIMES**—Thomas S. Bosworth, R. W. Lillard.

**THE BROOKLYN EAGLE**—E. M. Clogh, J. F. Crothy, George A. Currie, Benjamin T. Goldberg, Clarence A. Hebb, G. C. Hickok, Herbert L. Meyer, Frank C. Reynolds, Edward V. Rlis, W. E. Rogers, Henry C. Swain.

**THE BROOKLYN CITIZEN**—Chester N. Ames, Kenneth MacDougal, Arnold A. Mowbray, Charles Neill, John C. Rogan.

**THE BROOKLYN STANDARD UNION**—Allen W. Gordon, Marshall M. Jacobson, Jacob Jacowitz, Harry Moss.

**ASSOCIATED PRESS**—Charles E. Crane, Lucius F. Curtis, James C. Dutton, Arthur O. Friel, John M. Hammer, Roy W. Hinds, William M. MacMahon, John R. Miller, John T. Parkerson, Kent B. Stiles, Meredith N. Stiles, Charles N. Van Fleet, George F. Weston, Martin A. White.

**CITY NEWS ASSOCIATION**—Herman C. Beaty, George L. Brinker, Clarence P. Crane, James L. Durkin, John P. Eberhart, Howard E. Green, Louis V. D. Hardenburgh, Eugene L. Harrison, James B. Kirby, Christopher L. Leden, Robert G. Morris, Lew K. Parrish, Cassius Petersen, Arthur H. Taylor.

**MISCELLANEOUS**—Edward Berkfeld, Arthur M. Bellant, Philip P. Brown, Roy Canderon, Bert

Carey, Charles P. Calvert, John A. Colander, Paul Cutick, Hawthorne Daniel, John F. Flagg, Frank A. Gale, D. H. Hilliken, Frederick L. Long, Roy Mason, Westbrook Regier, Frederick Schroder, J. W. Taussig, Lyman Tobin, Robert K. Tomlin, Jr.

#### Taylor Joins World Ad Staff

Millard F. Taylor, for the past fourteen years a member of the New York World's various departments, was this week placed on the general advertising staff of that paper. A protégé of Joseph Mack, at that time classified advertising manager of the World, Mr. Taylor's early training was of the sort



MILLARD F. TAYLOR.

which taught "stick to it" as the motto of newspaper work. When placed in the business office his work soon gained him many friends, for he was never too busy to help out the advertiser needing his aid. This work gave him a splendid opportunity to learn the details of a newspaper in each department, photo-engraving, composing room, electrotyping, stereotyping, and press room to the mail and delivery departments. This knowledge will be exceedingly helpful to him in his new position. Paul Wahlers succeeds Mr. Taylor on the World's counter.

#### EDITOR SUES EDITOR

H. M. Malone, Held on Libel Charge Wants Redress from D. C. Nolan.

Harry M. Malone, managing editor of the Yonkers (N. Y.) Record, who was held last Friday for the grand jury on a charge of criminal libel, announces that a suit for \$50,000 damages for libel will be instituted by him against Dan C. Nolan, managing editor of the Yonkers (N. Y.) Daily News.

Several weeks ago, Malone was haled to court on a charge of libel preferred against him by John Kane, who had been arrested on a charge of seduction under promise of marriage. In the course of the hearing Malone's attorney brought out the fact that Malone was married, with the result that the News opened a vigorous attack upon Malone editorially and in its news columns, in which it accused him of leading a double life and being a home-breaker.

Malone charges the attack of the News to political spite and declares that the purpose was to destroy him and put the Record out of business. He states that the case against Nolan will likely be brought in Bronx County.

Nolan has filed a counter suit against Malone for \$400 for slander.

#### SID ELIGHTS ON BIG MEN

EDWARD J. STACKPOLE.

TO those of us who hope some day to do something "big," but have as yet done nothing very much to justify that hope, the statement made several years ago by a biographer of Edward James Stackpole, president of the Harrisburg Telegraph, to the effect that:

"It would be delightful to be able to say that the type he struck could be picked out from among all the rest for its cleanliness and clear, strong impression, but there is no authority for the statement," is most gratifying.

Whenever I feel inclined to reproach myself for a non-studious youth I pleasantly recall the lines of the song: "I'm glad I was stooptid when I was young

For no one expects much of me."

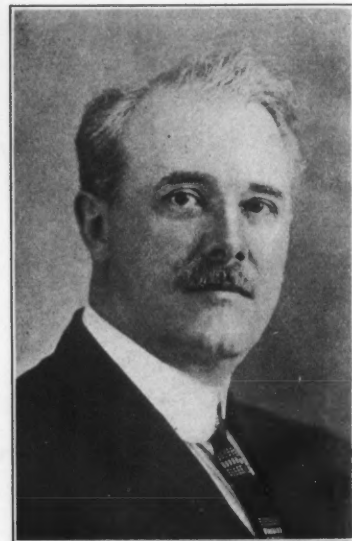
Mustn't it be awful to live up to a reputation?

But no one seems to have expected much of Mr. Stackpole.

In fact, when he was exchange editor of the Harrisburg Telegraph, it is said of him that the only people who really read his stuff were the struggling editors whose work he happened to notice.

Well, anyhow, he disappointed every one.

"In arms and charging the breast-works at the opening of the Civil War" as he quaintly puts it, he arrived at Harrisburg from McVeytown in the winter of 1862, and did the real (real)



E. J. STACKPOLE.

stunt of "from office boy to owner" in a space of about seventeen years.

Somewhere in the annals of Pennsylvania history will be found the story of his struggles. And the historian—if he be of newspaper origin—will tell you that "he discharged his duties faithfully," "gained the confidence of his employers," "began from the bottom and worked his way to the top through sheer force of merit."

But that won't throw even a sidelight on the real man.

For he was once a postmaster, and is a bank director, and that means INTEGRITY and RELIABILITY!

And he is president of a country club, and that stands for POPULARITY!

He's a fine public speaker, which spells GENIALITY!

And a man of profound and sincere religious convictions, which gives the necessary note of SPIRITUALITY!

Go to the town folk of Harrisburg; interview the managing editor of the Telegraph; ask the citizens of Dauphin County what they think of Edward James Stackpole. And then, if you still doubt, I would refer you to—Mrs. E. J. Stackpole and sons.

PENELOPE.



# BOSTON AMERICAN



## Back of New England Grocers

There are over 16,000 grocers in New England, over 5,000 of them being in the 39 cities and towns of Metropolitan Boston.

The New England States not only lead the various state groups in the number of grocers per square mile of land area but have nearly double the number found in the East North Central States, occupying second position and over three times the number found in the South Atlantic States, occupying third place among the state groups. This is an evidence of New England's high buying power.

The Boston American—Evening and Sunday—is back of New England grocers—it helps them sell goods. *The Boston American is New England's Greatest Home Newspaper. The Boston Evening American has a greater net paid circulation than the five other Boston evening newspapers combined. The Boston Sunday American has the largest net paid Sunday circulation in New England.*

The Boston American will, upon request, help advertisers analyze this territory—it will supply information which will enable advertisers to plan with greater certainty.

**BOSTON AMERICAN**  
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

*To cover Boston or New England you must use the Boston American*

## MERRY BANQUET OF CAPITAL REPORTERS

Legislative Correspondents and Many Public Men of State Met for Evening of Feasting and Fun at Albany—Governor Whitman Was the Guest of Honor—Excellent Gridiron Stunts.

ALBANY, N. Y., March 24.—The annual dinner of the New York State Legislative Correspondents' Association, one of the biggest events of the legislative year at the State capital, was staged last night in the Ten Eyck Hotel with even more good natured fun and unrestrained merrymaking at the expense of the great and the near-great than in recent years. About 400 attended, including statesmen and politicians



PRESIDENT CHAS. S. HAND.

from all parts of the State, State officials and prominent business and professional men, as well as the newspaper men and their personal friends.

The fun began even before the dinner room was reached. All through the corridors of the hotel were plastered brilliant theatrical posters advertising the attractions to be found in "The Political Follies of 1916." Familiar faces adorned some of the lively figures, and many a man prominent in State life found himself portrayed in a unique pose.

The dining-room was transformed into a close likeness of the "big room" in the executive suite in the Capitol. The huge fireplace was there, and even the pictures displayed just as they are in the Executive Chamber, except that among the former Governors' likenesses it was noticed that Theodore Roosevelt was climbing out of his frame.

### GOVERNOR'S SPECTACULAR ENTRY.

The fun began immediately. Governor Whitman, the guest of honor, was missing, it was discovered. "Joe" Early, of the Brooklyn Standard Union, chairman of the reception committee, was censured and then dispatched to find the guest of honor. The lights went out, a motion picture flashed on a screen and there was "Joe" leaving the hotel, hailing a taxi, speeding to the Executive Mansion, discovering the Governor in the midst of a quiet evening at home, dragging him into the taxi and back to the hotel—and there they were in reality entering the room.

An old negro delegate from the Sunny South to the Republican National Convention, came in to answer an advertisement in a Southern paper by William A. Orr, former city editor of the New York Tribune and now secretary to the Governor, asking for delegates to support the Whitman Presidential boom. As he hobbled out of the room, the diners were presented with the emblem of the "Order of the Knights of the Backstairs," a key, whose flange formed the letter "W." Lemuel Ely

Quigg was named Grand Knight of the order and received a gold emblem, the presentation being sung to the strains of "The Old Secret Stairway," with the melody of the "The Old Oaken Bucket." "Senator Lawson," somebody paged from the doorway, "Senator Lawson is wanted on the telephone."

"Don't leave the room, Senator," Charles S. Hand, of the New York World, president of the organization said. "There is a free extension here."

A "trained troop of blackhand voucher cheaters" under the management of A. Robber Pullman, nothing less than a dozen dining-car waiters, appeared in swaying line with bottle of wine held high and told of the trip of Governor Whitman's party to the Panama-Pacific Exposition, with reference to the troublesome "booze" vouchers.

Toasts were responded to by Governor Whitman, former Governor Benjamin B. Odell, Senator Elon R. Brown, and Sheriff Alfred E. Smith, of New York County. In accordance with the usual custom the text of the speeches was not made public.

The officers of the Association for this year are: President, Charles S. Hand, New York World; first vice-president, Frederic T. Cardize, International News Service; second vice-president, Don Martin, New York Herald; secretary, Albert E. Dale, Albany Knickerbocker Press; treasurer, George R. Cozzens, The Associated Press. Besides Mr. McBride, whose entertainment committee had direct charge of the stunts, the other committee chairmen were: Dinner, Don Martin, New York Herald; reception, Joseph J. Early, Brooklyn Standard Union; invitations, Charles H. Armitage, Buffalo Evening News.

## POSTPONE LIBEL SUIT

Case of Gaston Against New York Times Set Over Until After War.

An application foreshadowing that James W. Gerard, American Ambassador to Berlin, will appear in court personally or otherwise, to furnish evidence in a suit for libel which is being brought against the New York Times and five English newspapers by Edward Page Gaston, was heard in the King's Bench Division, London (Eng.), before Justice Darling, last Saturday.

Sir George Lewis, acting for the Times and the other defendant papers, received a letter from Mr. Gerard stating that the necessary evidence could only be forthcoming if the case were postponed until after the conclusion of the war. Application for the postponement was made by the defendants and granted.

The suit was brought against the newspapers as the result of the publication of a letter written by Mr. Gerard to Sir George Lewis, in which the Ambassador said, among other things about Gaston:

"He has no connection with this embassy, and I will not even permit him to enter it. He has been required to leave Germany and Belgium by the German authorities."

In granting the motion to postpone the suits until after the war, Justice Darling held that it was perfectly clear that litigation could not be conducted during the war as in ordinary circumstances, and he was persuaded a fair trial could not take place while England was at war with Germany. Looking at the real facts in this case and not pretending things were what they were not, he thought good reasons had been given why these cases should not be allowed to proceed until it could be fairly tried between these two American citizens who were real parties to this litigation. The cases would, therefore, not appear in the list for hearing until hostilities were at an end, he declared.

A. J. Cammeyer, shoes, New York city, A. H. Rosenbaum, advertising manager, is placing copy through the J. J. Morgan Advertising Agency, Boston.

## CHICAGO TO SEND BIG CROWD

Over 200 Delegates and Their Wives Will Attend Ad Convention

Except for a few finishing touches, the general plans of the Chicago Advertising Association for the Philadelphia convention in June are all settled. More than two hundred delegates and their wives will attend, leaving here on a big special Saturday night, June 23.

Fred Farrar, advertising manager of the Adams & Elting Paint Co., who is chairman of the entertainment committee, has arranged some novel features for the trip, including the sampling of various edibles for which the delegates have solved the problem of advertising.

The delegation has adopted a uniform of white flannel trousers and navy-blue and white striped blazers with stripes "as big as they make 'em." Their straw hats will be trimmed with stripes to match the coats.

The Monday night entertainment in Philadelphia has been turned over to the Chicago Club and other clubs of the Middle West. The ad choir of twenty-five members will sing, and the rest of the entertainment will be a cabaret.

In the parade about fifty of the delegates will be dressed to represent the trade marks of various articles nationally advertised, such as Quaker Oats, Gold Dust, Fairy Soap, and the like.

The Ad-e-lite rabbit, the trade mark of the Association, will be in the group.

## WAR CORRESPONDENTS

(Concluded from page 1280)

ceived. The lack of any such proper rules and regulations resulted in the unfortunate state of confusion that existed with respect to this matter during the Spanish-American War. It is to prevent any such confusion in the future that this matter has been taken up in time of absolute peace, when calmness, rather than listlessness, could guide us in reaching a proper understanding and in the making of the proper provisions.

### I. CONDITIONS OF ACCEPTANCE.

Each applicant shall present to the Secretary of War credentials from the owner or owners, managing editor or responsible manager of the publication of any nature he represents, giving a brief account of his career, stating exactly the nature of the work he is expected to do at the front, certifying to his trustworthiness as a working member of his profession and his personal fitness to accompany the army. He shall deposit a certified check, payable to the Adjutant-General of the Army, in the amount of \$1,000 to be drawn against for his equipment and maintenance in the field. His employer or employers shall give a bond of two thousand dollars (\$2,000) for his good conduct in the field, which, in case of the withdrawal of his pass for infraction of any of the regulations shall be forfeited as in reaching which the Secretary of War may name. He shall take an oath of loyalty of the usual military form and shall agree to abide in letter and spirit by all the regulations laid down for his guidance. If at any time the number of correspondents becomes so large as to be an encumbrance, the Secretary of War will refuse other passes until such time as he deems expedient, when other applicants who fulfil the conditions will be received in the order of their applications.

Not more than one correspondent will be received from any one publication or syndicate of publications or press association with the same field army. Men who have evidently secured credentials with a view to adventure rather than serious work as correspondents will not be received. Their employers must show that they have been working members of their profession. In addition to the requirements for home correspondents, a foreign correspondent must have served in their campaigns, present credentials as to his character from high officers of the army to which he was attached, and accompanying the letter from his employers, must present a letter from his Ambassador in Washington personally vouching for him.

### II. PHOTOGRAPHS AND PHOTOGRAPHERS.

An official photographer will accompany each field army. His films and plates will be sent promptly to Washington, where prints will be issued at a nominal cost to the press. No professional photographers and moving-picture men will be received. No newspaper or professional photographers will be received if representing themselves either as news or mail correspondents. The regular correspondents may carry small hand film cameras. The films will be sent by the censor at field army headquarters to the chief censor's office in Washington, where they will be developed and such of them as pass the censorship sent to any given address promptly.

### III. CENSORSHIP.

A commissioned officer of journalistic experience shall act as chief censor in Washington and one shall be attached as censor to the headquarters of each field army. All correspondent's news, or private dispatches, mail letters for publications, private letters, drawings and photographs must be submitted to this censor and receive the stamp before being sent. After censorship he will show the correspondent what, if anything, he has elided from correspondent's MSS. He will permit the use of no code words in any private or public communication. He may request a correspondent to rewrite any portion of a dispatch that he may suspect of double meaning without accompanying his request with

his reasons for it. The correspondent will not be allowed to send the names of regiments or commanders, the disposition of troops, the state of the army's transport, the number of sick, the extent of losses in any engagement, or any other matters of information which the censor decides may not be sent. No news dispatches concerning any occupation or relinquishment of a position, any victory or defeat, and in fact, any change of the army's disposition, may be sent until after the official wire dispatches announcing the event have gone to the War Department. Any relaxation in the regulations will rest with the commanding general of the field army. Nothing in the regulations is to be construed as limiting the correspondent's freedom of opinion once there ceases to be a necessity for military secrecy; the sole object of the regulations being to keep information from the enemy at a time when it might be of service to him.

### IV. FACILITIES FOR WORK.

Immediately on receiving his pass the correspondent shall proceed to the headquarters of the field army to which he is assigned and there report himself to the chief censor. His pass shall give him transport over all military railways, with the privileges of a commissioned officer, including that of drawing rations. All correspondents will be officially attached to the field army headquarters. Their transport shall have a place with that of the headquarters' staff. They shall be allowed tentage and a cook for their mess. Each shall have a horse and be allowed to draw forage. With the permission of army headquarters, a correspondent may accept an invitation to join a regimental or brigade mess which is nearer the front than army headquarters, but no one except the censor at headquarters shall have the authority of censorship. Correspondents shall have the freedom of the lines of the army within such limitations as the censor may, from time to time, indicate. The official army wires shall be open to the correspondents' dispatches when not occupied by official dispatches. Correspondents' dispatches will be sent in the order of filing. The censor may limit the number of words or otherwise make an equitable adjustment of the use of the wire among the different correspondents when the wire is unequal to carrying all the dispatches submitted. Within the censor's discretion, correspondents may send messages to carry censored dispatches to better wire facilities than those at the immediate front.

### V. MESSENGERS.

Any correspondent who chooses may have a mounted messenger, who may send neither correspondence nor photographs in his own. Any infractions of the regulations by the messenger will be equivalent to an infraction by the correspondent himself. He must have credentials acceptable to the army and a pass in the correspondents' form, with the privilege of a private in transport and drawing rations. A deposit of \$200 either in cash or a certified check made payable to the Adjutant-General of the Army shall be required to cover his equipment and maintenance. The correspondent is responsible for, and his bond covers, the conduct of his messenger. Except where permission is given by the headquarters censor, he must remain with the correspondent's transport.

### VI. PASSES.

Every correspondent shall be supplied with an official pass, bearing his photograph and his own signature and the signature of the Secretary of War and the commander of the field army to which he is attached. He shall show this upon the demand of any field officer or company commander and shall respect their requests at the front, under the penalty of being sent back to army headquarters under guard.

### VII. GARB.

Every correspondent shall provide himself with olive-drab garb for the field. He shall wear no accoutrements not of a neutral tint. He shall be supplied with a white arm-band two and a half inches in width, bearing the letter C in red, to be worn on the left arm, in order that his status with the army be known at a glance by both officers and privates. Messengers shall observe the same regulations about garb, with the exception that their arm-band shall bear the letter M.

### VIII. DISCIPLINE.

No correspondent shall leave the army to which he is attached, either to go home or for any other purpose, except by permission of the War Department. A correspondent shall be suspended from all privileges for the distortion of his dispatches in the office of the publication which he represents, and also for the use of language or expressions conveying a hidden meaning which would tend to mislead or deceive the censor or permit the approval by him of otherwise objectionable dispatches or for any other infraction of these regulations in letter or in spirit. In extreme cases of offence, where the commanding general thinks it justified, the correspondent may be sent to the rear and held under arrest until such time as the War Department may restore his privileges or give him a pass to leave the army.

### IX. MEDICAL REGULATIONS.

Correspondents shall submit to the army medical regulations in the field.

### X. PRESS REGULATIONS FOR OFFICERS AND ENLISTED MEN.

No officer or enlisted man shall be permitted to correspond for any publication without the consent of the Secretary of War and the majority of the correspondents attached to the field army in which he serves. No censor or censor's assistant may write anything about the campaign for publication while he holds a commission in the army.

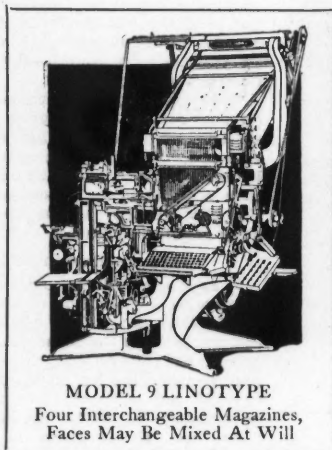
"Education in itself is nothing. It is what you make of your brains that counts. You can't make a Jeffries out of a man by feeding him a hundred beefsteaks any more than you can become a Lincoln by reading a hundred books. Directness of purpose with concentration along one line is what produces results."—Arthur Brisbane.



# The Knoxville Sentinel

*adopted the LINOTYPE WAY in 1894  
and is today rapidly becoming an all*

## Multiple-Magazine Plant

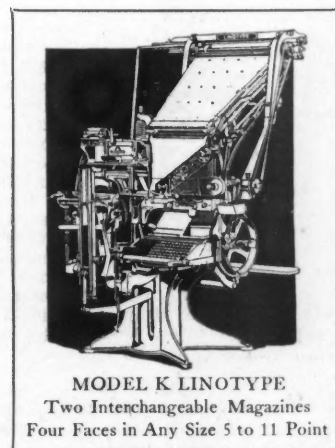


MODEL 9 LINOTYPE  
Four Interchangeable Magazines,  
Faces May Be Mixed At Will

The Linotype experience of The Knoxville Sentinel dates back twenty-two years and some of their first machines are still in active service. They know the endurance of the Linotype, the dollars-and-cents value of unfailing, unfaltering night-and-day operation.

*for capacity—THE LINOTYPE—for endurance*

Modern conditions, the great growth in advertising and circulation, demanded modern Linotypes. The result has been the purchase of such models as the 9 and K. The Knoxville Sentinel knows the business-building and business-holding value of Multiple Magazine Linotypes.



MODEL K LINOTYPE  
Two Interchangeable Magazines  
Four Faces in Any Size 5 to 11 Point

*The Multiple Linotype Way Is the Modern Way*

MERGENTHALER LINOTYPE COMPANY  
TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 S. Wabash Ave.

SAN FRANCISCO:  
646 Sacramento St.

NEW ORLEANS:  
549 Baronne St.

TORONTO: CANADIAN LINOTYPE, LIMITED

## N. Y. NEWSPAPER MAN ESCAPES IN AIR SHIP

**Thomas A. Price, Condemned to Death in France, Breaks Jail and Flees to England with Sympathetic Aviator—Convicted of Trying to Circumvent Censor by Sending Story Through Bribed Confederate.**

A passenger who was not listed in the ship's roster or the purser's accounts walked boldly down the gangplank of the Philadelphia when she arrived in New York last Sunday. He was Thomas A. Price, a newspaper man of New York and Philadelphia, who returned to America as a stowaway. According to statements to the ship-news reporters he had enough real adventures in the last two months to fill a couple of story books.

Price said he went to England last May as a free lance, and, after writing several special articles there, was permitted to go to France, where he made several perfunctory trips to the trenches. Being unable, however, to gather anything of real newspaper value he returned to England and enlisted with a Canadian contingent at Kent.

Later his regiment was ordered to France, and as dispatch rider of the ammunition column, he got a good look at all the French, British, and Belgian lines in that neighborhood. This gave him material for several letters to newspapers and news agencies, but these were so carefully censored that they became valueless as news.

Price told how he had been buried in a shell crater to the battle of Loos, and said that while in the hospital at Etaples, recovering from this accident, he determined to get a real story of the war, and send it to America. For this purpose he bribed a Canadian going away on leave to carry the article. This fact leaked out and Price was arrested and condemned to death. While awaiting execution he was confined in an old building that had been badly damaged by shell. He escaped and made his way, in company with one of the army aviators, in an aeroplane to England.

The aviator gave Price his railroad fare to Liverpool, where he slipped on board the Philadelphia, concealed himself in the sand bunkers and stayed there until the ship reached New York. Food was furnished him by a steerage passenger, to whom Price related the story of his conviction and escape from prison. Price lives at Audubon, N. J.

## NEWSPAPER VOTES NOT LOTTERY

**District Attorney So Decides, Answering Police Department Query.**

Winning a prize through votes cast by means of coupons published daily in a newspaper does not constitute lottery, in the opinion of District Attorney Jas. G. Cropsey, of Kings County.

His opinion on the subject is set forth in a letter which he has written to Deputy Police Commissioner Leon G. Godley in response to a query from the latter as to whether the newspaper contest in which an automobile valued at \$1,000 will be awarded to the school teacher receiving the greatest number of votes cast from coupons published in that paper, constitutes an infraction of the penal law of the State in regard to running a lottery.

The case, according to Mr. Cropsey's opinion, does not come within the provisions of the lottery law. The winning of the automobile, he holds, does not depend upon chance, but upon the number of votes cast, the latter depending upon the number of copies of the newspaper sold. There is no drawing or chance in the matter.

The Campbell-Ewald Company, advertising service, of Detroit, has begun the publication of the Market Voice, a house organ, which will appear occasionally.

## NEWSPAPER DEVELOPMENT

**How It Appears to Richard H. Waldo, of the New York Tribune.**

CLEVELAND, O., March 22.—It is the West that has contributed most to newspaper development, according to Richard H. Waldo, secretary of the New York Tribune, who spoke this week before the Cleveland Advertising Club and the Real Estate Board in joint session at the Hotel Statler. He said in part:

"It is to news development that the past decades have been devoted. Always in this work Truth has been seen as the backbone of success. Western newspapers have come to the front in the nation-wide contest, largely because to them style has been secondary to facts. The United Press, built by Western men, has serious disturbed the staid Associated Press, of Eastern manners, because getting Facts—the Truth—has been the sole aim of the young men who set the pace. Without truth, without anything, might well be called the slogan by which news is sought and secured to-day, for every editor and every reporter knows that news is either accurate or time wasting—and the American public makes short shrift of him who wastes its time."

Mr. Waldo likened newspaperdom to Gaul—"divided into three parts," the news, the editorial, and the advertising divisions. He held all three were interdependent, and rested fundamentally on Truth.

"Yesterday," he said, "the editorial page dominated the newspaper. Today, the news claims a lion's share of the credit for success. To-morrow they will be in most cases, as they are now in a few, seen as twin Genii of limitless power, with a third and equal worker beside them—the mighty force of accurate truthful advertising. For all three have inherent to them one factor without which efficiency, scope, and power cease to exist for all—and that one factor is—the Truth. From it, everything; without it, nothing, in news, editorials, advertisements."

"Measure the power of advertising, and you scale the progress of civilization. Because it has become a profession, advertising should be more clearly visualized than it is. I have spoken of it as a Temple. Let me show it to you as a Highway—a mental Lincoln Highway, extending around the world, and to the building of which fourteen thousand men of the Associated Advertising Clubs are bringing patient toil, unselfish planning, splendid energy."

"In New York the Vigilance Committee of the Advertising Club is not dead, but sleepeth. Therefore, the Tribune employed Samuel Hopkins Adams, famous as a publicist unafraid, to set forth in cold type the warm facts disclosed by trained workers employed in the newspaper's Bureau of Investigation. The first year of the work cost forty thousand dollars in salaries, expenses, and counsel fees; but it paid superlatively well. Circulation and advertising alike advanced beyond our best expectations, and a paper without power stepped so far forward in public confidence that many there are who believe that a very few years of similar work will put the Tribune second in power to no other American newspaper."

## N. Y. American Issues Neat Pamphlet

The New York American has reprinted in an exceptionally attractive pamphlet for complimentary circulation the descriptive articles and verses by Rudyard Kipling, which it printed last year, under the general title, "The Fringes of the Fleet." It is printed in a sea-green ink on buff paper, and each page is surrounded by a decorative border appropriate to the subject. The cover, of heavy gray paper, bears a photogravure of a painting of a dreadnought under full headway, and the title in gilt letters, "Rudyard Kipling with the British Fleet for the New York American."

## PHOTOGRAPHIC SECTION, NEW NATIONAL MEDIUM

**Greatest of Circulation Builders and National Advertisers Are Rapidly Recognizing that Fact, Says Francis Lawton, Jr.—Eighty Per Cent. of Photographic Section Advertising Is New Business.**

BALTIMORE, March 21.—Francis Lawton, Jr., of the Photographic News Syndicate, New York, formerly president of the Advertising Club of Baltimore, gave an address before that club at a recent weekly luncheon on "Photographic Newspaper Sections—the New National Medium," which brought out a large attendance and was listened to with



FRANCIS LAWTON, JR.

keen interest. In the course of his talk, Mr. Lawton said:

"The most spectacular circulation gains of the past year, on the big papers, were associated largely with photographic sections, and almost everybody is familiar with them, especially in the East and Middle West. Until recently, the photographic section was merely one of several preferred positions in a newspaper, and, as such, it was simply a local medium."

"Now, however, a new national medium has been established, through the creation of a central organization for the joint representation of the photographs. This syndicate has gathered the loose ends together and made a new business by growing two blades of grass where but one grew before."

## BIG NATIONAL CIRCULATION.

"This new medium already has a national circulation of over three and a half million copies a week, which is more than any other periodical circulation in the world. It actually reaches an average of seventeen million readers per issue, and this gigantic distribution can be sold on an optional basis. That is, an advertiser may select the territories he wants to cover and omit the rest, paying only for what he uses."

"Editorially speaking, the illustration of news makes it more interesting, because pictures convey thoughts more easily and quickly than words. The increased use of news pictures, and the reproduction of some of them in a separate section of finer printing, is a natural and legitimate improvement to any newspaper, without being in any sense a premium or a bonus. The number of copies sold and the number of readers per copy have been found to increase with improved illustrating, because pictures, especially well-printed, world-wide subjects, appeal to more people than any other one feature of a newspaper."

## A CIRCULATION BUILDER.

"The promotion men (or publicity experts) of the great newspapers concede that the photographic section is the greatest of all circulation builders.

Circulation and prestige once gotten must be retained, and there is no other form of prestige insurance considered nearly so certain as the permanent attraction of the photographic section.

"Reproductions of portraits, paintings and paper dolls have had their day as premiums to influence circulation, and they have done some good work, but the value of the premium principle is on the wane in the newspaper business. The syndicated magazines are undoubtedly in the premium class, and they, too, are rapidly declining in effectiveness as an attraction."

"The publisher of the New York Tribune had been improving that newspaper in a most lavish manner, for more than a year, by the employment of the highest grade of editorial and artistic talent, supported by an advertising campaign that ran into six figures annually. The resulting circulation growth was comparatively unsatisfactory, on the Sunday edition in particular, which was about 25 per cent. behind the daily. Last spring they adopted a beautiful photographic section, and the Sunday circulation nearly doubled in six months. Of course, the daily grew also, and to-day both editions are neck and neck."

"Two years ago the circulation of the Sunday Times was forty or fifty thousand below the daily, while to-day it is at least fifty thousand above. Their Promotion manager stated recently that they attributed this increase more to the photographic section than to any other single influence."

## DEVELOPS NEW BUSINESS.

"I have been unable to discover, either by careful examination or through inquiry, that any other section of any newspaper has been permanently deprived of revenue on account of its photographic section. On the contrary, over 80 per cent. of the photographic advertising is newly developed business, and the balance is additional business from regular main section advertisers whose appropriations for the latter have undergone no reductions in consequence."

"The Bureau of Advertising of the American Newspaper Publishers' Association estimates, from reliable information, that the newspapers of the country carry about \$300,000,000 worth of all kinds of advertising, annually, including classified. Of this amount, about \$50,000,000, or 17 per cent., comes from national advertisers. From a recent study of the advertising in photographic sections, it appeared that 42.7 per cent. of the advertisements were national in character. This indicated that the photographic sections were more attractive to national advertisers, even at the double rates now generally prevailing, than any other position. The weekly photographic section of a newspaper has many qualifications that national advertisers are accustomed to demand, some of which the remainder of the paper does not possess at all."

## London Daily Mail Offers Service

A new competitor enters the field of newspaper feature service with the announcement that the London Daily Mail Special Feature Service is now prepared to supply to newspapers and magazines in the United States and Canada its serial stories, fashion sketches, cartoons, and special articles. The Daily Mail has a large staff of special writers, not only in Europe, but scattered about the world, and its cartoons by "Poy" have won an extensive reputation. Among its special writers are: Coralie Stanton and Heath Hosken, Max Pemberton, Alice and Claude Askew, Elizabeth York Miller, J. B. Harris-Burland, Arthur Appin, Pierre Castello, William Le Queux, and Henry Farmer.

The great fire which swept through the business section of Augusta, Ga., on Tuesday damaged the newspaper plant of the Chronicle and Herald.



## WAR KILLS LONDON STANDARD

Morning Paper Established in 1857 Goes Under—"News-Print" Problem.

The London Standard suspended publication on March 17. It had had a losing struggle ever since the beginning of the war. In the first fortnight following the outbreak of war its weekly revenue from advertisements fell from more than \$10,000 to \$3,500. More recently, the paper was hampered by the high price and the difficulty of getting an adequate supply of "news-print" paper.

Established as a morning newspaper in 1857, the Standard attained its greatest influence toward the close of the last century. Moderate and Conservative in politics, Mr. Mudford, the editor-proprietor, raised it to such high rank that Mr. Gladstone regarded it as the best barometer of middle-class opinion. After Mr. Chamberlain's fiscal campaign it was the only London newspaper representing Conservative views consistently to advocate free trade. Then it passed by purchase to the Tariff Reform group, in whose hands its decline began.

On February 23, last, the Standard was put up at a receiver's sale, but the auction was a failure. The bidding started at \$500, getting very little further for what the auctioneer described as "the spiritual assets." For "the physical portion," the machinery, plant, and contents of the publication office in Shoe Lane, and including the freehold and leasehold premises and the business offices maintained in Fleet Street, the first bid was \$25,000 and the highest \$52,500, at which point the property was withdrawn by the auctioneer, as the last figure was much under the reserve price fixed by the court.

The "news-print" problem in England is becoming serious for many publications. The publishers of several papers have printed announce-

ments that "in the near future the supply of paper available for newspaper proprietors will be largely reduced by the administrative order of the Government," entailing a reduction in the size of their papers. Readers are urged to order their copies in advance, so as to diminish the waste from return copies.

## SEATTLE STAR WINS LIBEL SUIT

Six Judges Decide Against Assistant Secretary of State of Washington.

Never in the history of the Supreme Court of the State of Washington have so many separate opinions been submitted in any one case as were handed down in the suit of Charles B. Woods, Assistant Secretary of the State of Washington, against the Seattle (Wash.) Star.

Recently the Star published an article alleging that Woods had offered a bribe to William Knox, of that city, in the form of a promise to Knox by Wood that he would be again appointed a member of the Election Board in Precinct 214, Seattle, if he would withdraw his signature from the Hamilton recall petition.

The full text of the article complained of by Woods was as follows:

## "BRIBERY!"

"It's a short and ugly word. Its meaning is plain. AND IT IS BRIBERY WHICH THE ANTI-RECALL GANG IS EMPLOYING TO GET WITHDRAWAL OF SIGNATURES FROM THE HAMILTON RECALL PETITION. The Star has a case for you. Prosecuting Attorney Murphy. It's a case of bribery. William Knox, 312 First Ave. S., was offered a bribe last Saturday in the offices of the King County Republican Central Committee, 402 Oriental Building. One of the men present at the time, Charles B. Wood, invited Knox there by written letter. Knox was offered the bribe of a political job—the job of being named by Hamilton and Knudson as a member of the election board in Precinct 214 on primary day. Knox held the same position before. He was told he would get it again if he withdrew his signature from the Hamilton recall. Knox refused to be bribed.

"A few days ago, Deputy Prosecutor Ellis announced he would vigorously prosecute all

fraud connected with the recall. Here is something worse, Ellis. Here is bribery. What are you going to do about it, Messrs. Murphy and Ellis?"

When the case was taken to the Superior Court of Washington, John H. Perry, attorney for the Star Publishing Company, interposed a demurrer to the complaint on the ground that the article did not constitute a libel. The demurrer was sustained, and Woods filed an amended complaint which was again demurred to and the demurrer was again sustained.

An appeal was then taken to the Supreme Court, four of whom disagreed, after which the matter was brought before a court en banc, consisting of nine judges. Six of these judges held that the article was not a libel, and three held it to be a libel. The case was one of the most bitterly contested suits for libel in the history of the Northwest.

## Recognized by Agricultural Publishers

The Agricultural Publishers' Association, with headquarters at 76 West Monroe Street, Chicago, has issued a list of advertising agencies endorsed for recognition by the agency committees of the Association. A copy may be obtained by writing to Frank B. White, the general manager. No commercial rating of the several agencies is given, it being presumed that each publisher will want to satisfy himself as to the responsibility of each one with which he deals. The committee in passing upon agencies looking for recognition is governed by these considerations:

First, honesty and of good character; second, experience and well qualified to serve the client; third, exclusively engaged in the business, and not generally interested in the business placed; fourth, a sufficient number of accounts, three or more, and of a national character; fifth, financially able to promptly meet obligations, and to take advantage of cash discounts.

## TRADING-STAMP BILL DEFEATED

Kentucky Senate Charged with Subservience to Powerful Lobby.

FRANKFORT, Ky., March 18.—Through the efforts of a powerful lobby, which took its orders from Eastern headquarters, the bill to force trading-stamp companies to pay a \$1,000 license in order to do business in Kentucky, was defeated in the Senate during the closing hours of the Legislature, which adjourned on Wednesday. Senators charged openly on the floor that sinister influences were at work to defeat the bill, and pleaded with their colleagues to "give the great common people—the consumers—a square deal just this once."

The bill for the regulation of trading-stamp concerns, in which the business men of Louisville particularly have been much interested, was lost after a prolonged debate, when a motion to suspend the rules and bring the measure up for consideration was defeated.

When the Senate Rules Committee refused to call out the bill, Senator G. G. Speer, of Franklin, member of the Rules Committee, moved that the measure be called from the hands of the Rules Committee. He made an impassioned speech in support of his motion. The opposition, he said, had brought lobbyists from New York, Boston, and elsewhere to Frankfort to defeat the passage of the measure. He went into the trading-stamp business and said that its use encouraged prodigality.

"Beat this bill in the open," shouted Senator Speer, "but don't stifle or smother it in the dark." He appealed to the Senate to stand by him and vote to call out the bill.

Charging that the trading-stamp business is worse than the Louisiana lottery, Senator Ford said that the business was the greatest graft ever perpetrated upon the public.

# THE INTERTYPE

## FAIR PLAY - FAIR PRICES - FAIR PROFITS

MODEL A.  
Single Magazine

MODEL B.  
Two Magazines

MODEL C.  
Three Magazines

STANDARDIZED AND  
INTERCHANGEABLE  
MODELS



## The Better Machine

The operation of Intertypes during the past three years proves that, unhampered by factory traditions and encouraged to create, our experts builded better than they knew.

*The Better Machine*—Ask any experienced and open minded machinist or operator.

*Our Right to Manufacture Sustained by the Courts*

INTERTYPE CORPORATION  
NEW YORK CHICAGO NEW ORLEANS SAN FRANCISCO  
WORLD BLDG. RAND-MCNALLY BLDG. 316 CARONELET ST. 86 THIRD STREET

**HASBROOK, STORY & BROOKS**

**Finley Purchases Interest in the Agency, and Hasbrook Goes to Richmond.**

Hasbrook, Story & Brooks announce a notable change in their organization. J. F. Finley, former advertising manager and for a number of years direct Eastern representative of the Philadelphia Record, has acquired an interest

young and vigorous agency gives it additional strength, and will make it an even more important factor in the advertising world.

C. P. Hasbrook goes to Richmond, Va., at business manager of the Richmond Times-Dispatch, in which newspaper he has had a personal interest for some time. The unique position occupied by this newspaper in the Southern newspaper field gives to Mr. Hasbrook

this young firm has grown to a commanding position in the publishers' representatives' field, now handling the national advertising of the following daily newspapers: The Philadelphia Record, Philadelphia Evening Telegraph, Chicago Daily Journal, Atlanta Constitution (East), Richmond Times-Dispatch, Knoxville Sentinel, Harrisburg Telegraph, Dayton Herald, Dayton Journal, Akron Beacon Journal (West), Canton Repository, Springfield Sun, Hamilton Republican News, Rochester Evening Times, Waterloo Evening Courier, Springfield Leader (East), Joplin News-Herald, Hutchinson Gazette, New Haven Union, Toronto World (East).

**LEAVES O'MARA & ORMSBEE**

**Harry J. Grant Becomes Business Manager of Milwaukee Journal.**

CHICAGO, March 21.—Harry J. Grant, vice-president of O'Mara & Ormsbee, special representatives, as announced in THE EDITOR AND PUBLISHER last week, will become business manager of the Milwaukee Journal on April 2. He suc-



J. F. FINLEY.



PHILIP HASBROOK.



HARRY J. GRANT.

in the firm. Mr. Finley's recognized ability and personal standing in the advertising world particularly fit him for his new connection.

Mr. Finley brings with him to the agency list the Philadelphia Record, which has heretofore been represented in the West by this organization. The addition of the Record both in the Eastern and Western offices of this

an almost unlimited opportunity in a most congenial field.

W. H. Story and C. P. Hasbrook started the present business three years ago, representing at that time the Atlanta Constitution and the Philadelphia Evening Telegraph. Within a short time they associated with them H. C. Story and J. M. Brooks. Within this period

**CONDITIONS IN CANADA BETTER.**

**Improvement Seen in Newspaper Business—Press Association to Meet Aug. 31.**

TORONTO, March 20.—Meetings of the Advertising and Advisory Committees of the Canadian Press Association were held here on the 14th inst. The Advisory Committee, which is the executive committee of the Board of Directors, transacted some important business, and among other items decided on the date for the annual meeting of the Association. Subject to the approval of the Board, the convention will be held this year on Thursday, August 31, and Friday, September 1, followed on Saturday, September 2, by a day at the Toronto Exhibition.

In a report from the manager to the committee it was shown that this year membership fees have been coming in much better than last year. This is taken to indicate that conditions in the newspaper business are on the mend.

It was decided, in connection with the campaign to raise the subscription rates of weekly papers to \$1.50, to have prepared a series of advertisements which would explain to readers the reasons for the increase in price. These advertisements, which will be eight or ten in number, will be prepared by an advertising expert, and will be sent out to all weekly publishers. It is expected that, where local organizations of publishers do not exist, or where newspapers are being published in isolated localities, the advertisements will influence publishers to put the new rate into force on their own account.

Manager John M. Imrie, who was present at the meeting, was granted an extension of the year's leave of absence which would otherwise expire on June 1. The arrangement will be continued until September 1.

At the meeting of the Advertising Committee, recognition was withdrawn from the agency of Sells, Limited, London and Montreal, it having been intimated to the Committee that the company was discontinuing its advertising business in Canada for the present.

ceeds Herman Black, who on the same date will become advertising manager of the Chicago American. Mr. Grant has been with O'Mara & Ormsbee three years, for two of which he has been the vice-president. His successor has not been announced.

The advertising career of Mr. Grant began in Boston some fifteen years ago, when he was working his way through Harvard. After leaving Harvard he represented N. W. Ayer & Son, of Philadelphia, in New York for four years. Then he organized a company among his customers, marketing their foreign sales rights. His new business took him to London, where his headquarters were located.

In London, after a while, Mr. Grant went into a new business. Having studied engineering at Harvard, he became interested in a new process of manufacturing "silk" out of wood pulp, which Samuel Courtauld & Son, Ltd., were backing. When he returned to the United States, he established a mill for this company at Chester, Pa., of which he became manager. His next position was with O'Mara & Ormsbee.

**CHICAGO**

CONTAINS ABOUT

**150,000 Families**

CLASSED AS

**GERMAN**

BECAUSE

Both heads of the family were born in Germany.

AND OVER

**600,000**

who were born in Germany or both of whose parents were born in that country, are classed

**"GERMAN"**

by the  
United States Census Bureau

The connecting link between the Germans in Chicago and the Advertiser is the

**Illinois**  
**Staats-Zeitung**  
—Founded 1847—  
Now Edited by Horace L. Brand  
Staats Zeitung Bldg.  
CHICAGO, ILLINOIS

**Advertisers**

cannot afford to overlook the

**GERMANS**  
OF  
**CHICAGO**

BECAUSE

(Judging by their names)

58 per cent.	of all Drug Stores
50 " " "	Real Estate
42 " " "	Groceries
33 " " "	Savings in B'k
30 " " "	Auto Licenses

Are owned by

**GERMANS**

(Above percentages are under, rather than over, actual figures because many Germans have names that do not reveal German origin, and only German names were included in above figures.)

**The ONE Best Buy In Des Moines**

**The Register and Tribune**

—morning, evening and Sunday.

**Daily 73,369 Sunday 57,483**

February, 1916, net paid average

**Daily circulation has increased 50 per cent. in 4 years**

**Sunday circulation has doubled in 5 years**

No schemes—just plain merit did it.

**FEBRUARY ADVERTISING**

Including every ad from department store copy to the smallest want ad.

Des Moines Register.....	22,476 separate ads
Evening Tribune .....	17,432 separate ads
Next paper .....	9,347 separate ads
Last paper.....	9,124 separate ads

The Register and Tribune declines all objectionable copy.

Representatives: New York, I. A. Klein; Chicago, John Glass

Member Audit Bureau of Circulations.



**GREAT METROPOLITAN SURVEY**

**The New York Globe Issues An Authoritative Work Covering New York City.**

In The Globe's survey of Manhattan and The Bronx, the names and addresses of 20,000 New York retailers in thirty-three different lines of merchandise, have been listed.

Each retailer has a code number which is shown in place of his name and address on maps which give his actual location. Eighteen of these maps, including a key map, enables the advertising agent or the large national advertiser to visualize the marketing possibilities of any section individually, or of the whole city collectively. A marketing analysis of each section gives the out-of-town sales or advertising manager a comprehensive idea of the character of each locality, enabling him to judge with precision the possibilities for his product in every section. Nothing necessary to the safe estimation of the distributing possibilities of the New York market has been omitted—but all information aside from the subject has been wisely excluded.

In connection with the publication of this survey, which by the way is a bound volume of 126 pages, including the Globe's A. B. C. report and rate card, Jason Rogers, the publisher, has instituted a business promotion department to cooperate with distributors in the effective use of this survey, the object being to most effectively reduce to results the possibilities presented. The members of this department will cooperate with any manufacturer seeking distribution in New York.

It is said that this will in no way conflict with the service agencies render but will effectively supply a useful avenue for this otherwise unobtainable kind of service. The price of the survey is \$10.

In addition to publishing a survey of Manhattan and The Bronx, The Globe is also publishing similar surveys of Yonkers, New Rochelle, White Plains, and Port Chester in New York; and Hoboken, Weehawken, Montclair, Bloomfield, and the Oranges in New Jersey.

The Globe has further secured the cooperation of the Jersey City Journal, the Mt. Vernon (N. Y.) Daily Argus, the Perth Amboy (N. J.) News, the Newark (N. J.) Star-Eagle, the Passaic (N. J.) News, the Paterson (N. J.) News, the Plainfield (N. J.) Currier-News, and the Elizabeth (N. J.) Journal, which will each publish surveys of their respective cities. Cooperation in this matter is also expected from a Brooklyn paper.

The publishing of these surveys of the New York metropolitan district by The Globe, and its cooperating papers means the opening up of one of the richest markets in the world to thousands of distributors who heretofore have hesitated to inaugurate campaigns in this district.

Following out the plan of survey devised by Mr. Rogers, newspapers scattered all over the country have published similar surveys. A few of these are the Racine (Wis.) Journal-News, the Wausau (Wis.) Record-Herald, the Columbia (Miss.) University Missourian, the Centralia (Ill.) Evening Sentinel, the Mt. Vernon (Ohio) Republic-News.

**Changes in Bourne Law Amendment**

WASHINGTON, March 24.—Senator Bankhead, Chairman of the Committee on Post Offices and Post Roads of the Senate, who last week introduced an amendment to the Post Office Appropriation bill, which if enacted, would repeal the so-called Bourne Publicity law, which provides for the filing of circulation statements with the Post Office Department, has reintroduced his amendment in modified form. The last amendment of Senator Bankhead provides that the Bourne act shall not apply to weekly, semi-weekly, and tri-weekly newspapers. Senator Bankhead's amend-

ments will probably open up the whole subject of the practicability of this law. It is known that an effort will be made to penalize the publisher who files a false circulation statement, and to provide for further publicity of these statements after they have been filed with the Post Office Department.

**DEATH OF J. W. STODDARD**

**Business Manager of Baltimore American Succumbs to Pneumonia.**

James William Stoddard, business manager of the Baltimore American and the Star, died at 4:10 o'clock Wednesday afternoon at his home, 1511 Eutaw Place, Baltimore, Md., from pneumonia, with which he was stricken less than a fortnight ago, upon his return to Baltimore from a business trip to New York.

Mr. Stoddard was born in Baltimore, and became associated with the American and Star when he was only twelve years old. He immediately showed his worth and rose steadily from clerk to business manager.

Mr. Stoddard was a member of the Baltimore Country Club and the Baltimore University Club. He is survived by his wife, who was Miss Emma Jones, daughter of Capt. Alexander Jones, of Baltimore.

**CANADIAN ADVISORY BOARD**

**A. B. C. Appoints Seven Canadian Members to Pass Upon Growing Business.**

The growing interest in the Audit Bureau of Circulations by Canadian advertisers, agents, and publishers, and the rapidly increasing Canadian membership of the Bureau have resulted in the appointment of a Canadian Advisory Board. This Advisory Board will consist of seven members until the Audit Bureau's Convention is held in June, when it will probably be increased to eleven.

The Board consists of representatives of Canadian advertisers, advertising agents, newspapers and farm publications. Later, representatives of magazines and periodicals and class, trade and technical publications will be added.

The seven members at present composing this Advisory Board are:

Advertisers—J. G. Palmer, Canadian Kodak Co., Ltd., Toronto, Canada. R. H. Bramble, The Goodyear Tire & Rubber Co., of Canada, Ltd., Toronto, Canada. J. M. Gibbon, Canadian Pacific Ry., Montreal, Canada. J. P. Atkinson, The N. K. Fairbank Co., Montreal, Canada.

Agent—J. J. Gibbons, J. J. Gibbons, Ltd., Toronto, Canada.

Publishers—Wm. Findlay, Ottawa Free Press, Ottawa, Canada. G. F. Chipman, Grain Growers' Guide, Winnipeg, Canada.

The advertiser members were recommended by the Executive Committee of the Association of Canadian Advertisers.

**Gen. Otis Is Dangerously Ill**

General Harrison Grey Otis, editor of the Los Angeles (Cal.) Times, is ill with pneumonia at a hospital in that city. His aged and impaired heart action make his case serious. General Otis is seventy-nine years old.

Paul Sutcliffe has been appointed advertising manager of the Edison Storage Battery Co., Orange, N. J. In 1912 he joined the Edison interests but resigned at the end of a year to become secretary of the W. S. Hill Advertising Company, Pittsburgh, Pa. He has been in the advertising department of the Edison Storage Battery Company for the past year.

F. W. Harvey, Jr., formerly Western representative for the Boston American, has been made general manager of Extension Magazine.

# Announcement

On account of the great increase in the cost of materials as per schedule herewith,

	Price July, 1914	Price March, 1916	Per Cent. Increase
Copper . . . . .	.32	.53	65
Zinc . . . . .	.10	.34	340
Alcohol, Denatured . . . . .	.50	.80	60
Alcohol, Wood. . . . .	.55	.75	36
Acid, Nitric, 40° . . . . .	.03½	.11½	228
Acid, Muriatic 20° . . . . .	.02	.04	100
Acid, Acetic . . . . .	.02½	.08½	240
Acetone . . . . .	.20	.65	225
Benzol . . . . .	.45	1.00	122
Copper Sulphate . . . . .	.04	.24	500
Castor Oil . . . . .	.20	.50	150
Dragon's Blood . . . . .	1.35	1.80	33
Hydroquinone . . . . .	.77	6.75	770
Iodine, Resublimed . . . . .	3.75	5.55	48
Mercury Bichloride . . . . .	.60	4.25	608
Potassium Iodide . . . . .	3.00	4.75	58
Potassium Bromide . . . . .	.35	6.00	1614
Potassium Cyanide . . . . .	.19	.35	84
Potassium Prussiate, red. . . . .	.45	7.00	1455
Sodium Sulphide . . . . .	.12	.19	58

and the high rate of wages, we are compelled to withdraw all present rates and are preparing a new Standard Scale, with a general advance over present prices to take effect April 3, 1916. We will send the new scale to all of our customers within a few days and any others that may desire same.

## MANHATTAN PHOTO ENGRAVING CO.

MAIN OFFICE AND FACTORY

7-9-11 New Chambers Street

Cor. William Street

NEW YORK CITY

## EGYPTIAN STRAIGHTS CAMPAIGN

Forty-Eight Ads Scheduled for Newspapers by Goulston, Who Handles It.

BOSTON, March 24.—Ernest J. Goulston, the popular advertising agent of New York and Boston, is placing forty-thousand-line contracts in sixty New England newspapers for Egyptian Straights cigarettes.

The first advertisement, in a campaign of forty-eight pieces of copy scheduled to run during the ensuing ten months.



ERNEST J. GOULSTON.

appeared in last Monday evening's Boston American. It occupied a page of space, was cryptically embellished and related a conversation about advertising that took place some months ago at the Waldorf between the president of the American Tobacco Company, Mr. Hill, and Mr. Goulston.

Speaking with a representative of THE EDITOR AND PUBLISHER regarding the campaign, Mr. Goulston said:

"Sure! The idea? That's everything. To put it briefly—we're going to dissolve the Trust and make it a company of brilliant individualities turning out the greatest product at the smallest cost in the world.

"The plan is to play up the men who make Egyptian Straights, the greatest and best smoke. The reader will visualize the blending board that purchases \$5,000,000 worth of Turkish tobacco each year and other dominant factors in the making of the cigarettes. McCann, the pure food expert, of the New York Globe, has made an investigation of the shops and factories and his report will be used."

Such a campaign as Mr. Goulston has outlined is sure of success.

## Presbrey Teams Enter Bowling Tourney

The Frank Presbrey Company has entered two teams in the New York Evening World city bowling tournament at Thum's alleys, this city. The Presbrey players are: Team No. 1—W. A. Baker, John Bowman, Edward Springstead, J. J. Riley, and William Bliss. Team No. 2—J. J. Caffery, Walter G. Geisler, C. P. McDonald, W. H. Harden, and Frank Bliss. The company will probably also enter the Brooklyn Eagle city tournament.

## New Tribune Services

Two new services are announced by the New York Tribune. The first is the Mothercraft articles by Miss Mary L. Read, head of the Mothercraft School in New York, and the second a series of fifteen lawn tennis lessons for beginners, by J. Parmly Paret. Miss Read's articles deal with the practical, scientific and labor saving problems of mothers who want the latest information on the proper way of caring for a growing child.

## DECALOGUE OF ADVERTISING

Ten Points Made by Dr. Frank Crane in a Talk in Dallas, Texas.

Summing in a few lines an interesting address by Dr. Frank Crane before the Dallas, Texas, Ad Club, his principal points might be called the ten commandments of advertising, as follows:

"1. All advertising should be clear. It ought to state just what your business is, and where it is, giving your precise address.

"2. Advertising should be reckoned as a part of your business. It is as necessary as the sign over your door.

"3. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner.

"4. The newspaper, going daily into the hands of the people, is the best medium for advertising.

"5. Advertising should be attractive. The most attractive thing you can put in it is something that appeals to the self-interest of the readers.

"6. Be brief. Don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth.

"7. Be human. Make your advertisements as alive and warm as you can. Don't be too cold and precise.

"8. Tell the truth. When customers come to your store, do a little more for them than you said you would in your announcement.

"9. It is the duty of all honest concerns to advertise. That is the best way to crowd out fakers.

"10. Advertising is necessary to all forms of business which appeal to the public.

"The newspaper is the street that runs through the minds of the community; your nameplate ought to be on that street."

## PROGRAMME FOR BIG PARADE

Philadelphia Prepares for Monster Street Pageant of the A. A. C. W.

PHILADELPHIA, March 22.—E. T. Stotesbury, traction magnate, will be the chief marshal of the street pageant of the A. A. C. W. convention in Philadelphia next June, according to John Clark Sims, chairman of the special committee having this feature in charge.

The chairman detailed the plans for the spectacle at a Poor Richard Club luncheon on Tuesday. "The pageant will consist of three sections," he said. "The first will show the history of the advertising art; the second, the things that Philadelphia started first, and the last will consist of the clubs attending the convention and the advertising floats from various cities."

The parade will be the first ever held without mounted marshals. No horses will be used except in the historical features. All the floats will be propelled by power and the railroad-block system with red, green, and white lights, will be employed to control the column.

The procession will be led by a band of twenty-five Indians, escorting a float with a camp and tepees. The Indians, saith authority, were the first advertisers in the land, their publicity consisting of war cries and dances. Next will come fifty town criers, embodying the second step in advertising. They will be dressed as Colonials, with handbells and carrying signs. Following them will appear a float showing the old Blue Anchor Inn, with Indians, backwoodsman, and trappers drinking—though just what this has to do with advertising is not clear. "Ben Franklin's printing press" on a float will show an old hand press which will turn out facsimiles of the Pennsylvania Gazette, and then the crowds will see a modern press printing a newspaper of the present day, which will be thrown right and left among the throng.

The "Philadelphia First" section will be led by the First City Troop, which has the proud distinction of being older than the United States Army. Ten heralds in costume will herald the city's greatness. Local floats will typify the "Spirit of Modern Advertising." Ben Franklin will march first, followed by his descendants of the Poor Richard Club, and the big business houses and industries of the city will present some of the most beautiful floats in the entire parade. Among them will be Baldwin's, the Pennsylvania Railroad, the Chamber of Commerce, and an ice company which will display an enormous cake of ice, on which skaters will glide.

## Morning World Staff Dinner

Arrangements have been completed for the annual dinner of the New York Morning World staff, which will be held at one o'clock to-morrow morning in Healey's restaurant, 66th Street and Columbus Avenue, New York. Among the guests will be Joseph Pulitzer, jr., and Ralph Pulitzer. Many of the alumni also will be present, including Robert W. Adamson, Fire Commissioner; Theodore Rousseau, secretary to Mayor Mitchel; R. W. Wolly, director of the Mint, Washington, D. C., and David Ferguson, Superintendent of the City Record. The dinner committee comprises H. B. Swope, chairman; A. C. Schlosser, J. H. Garvin, W. A. Thayer, F. H. Warren, W. P. Beazell, H. A. Vivian, and E. H. Clarke.

## Ennis Merchants Ban Premiums

ENNIS, Tex., March 20.—Merchants of Ennis have banned premiums and other similar advertising schemes. At a meeting last week a secret censorship committee was appointed, and it was agreed that no advertising scheme would be patronized by merchants of this city without first having received the endorsement of this committee. This action is in line with that taken by other Texas business associations.

## READY FOR NEW BUSINESS

BLAIR & AUSTIN  
CIRCULATION BUILDERS

175,000 CLUB, ON PITTSBURGH, PA., POST, TO CLOSE MARCH 25th

50,000 CLUB, ON WASHINGTON, D. C., HERALD, TO CLOSE MARCH 24th

18,000 CLUB, ON KALAMAZOO TELEGRAPH-PRESS, TO CLOSE MARCH 25th

The results of these three campaigns will total over \$100,000 in cash which means thousands upon thousands of new subscriptions.

## NOW HOW ABOUT YOU?

For full details of our plan or for references from California to Massachusetts write or wire care of above newspapers, or 721 Paul Jones Building, Louisville, Kentucky, our permanent address.

BLAIR & AUSTIN  
"Results Count"

Our Best References—Satisfied Publishers



## ADVERTISING PAYS IF ARTICLE IS ALL RIGHT

Otherwise, J. W. Magers Tells Baltimore Ad Club, Nothing Can Make It a Success—The Cases of National Biscuit Company and Liquozone Compared to Prove Truth of His Contention.

BALTIMORE, Md., March 22.—At mid-week luncheon of the Baltimore Ad Club J. W. Magers, president of the Sun Book and Job Printing Office, delivered the address on the subject "The Trade-Mark Registered Brand, and Its Good-Will Value." Mr. Magers has handled national advertising campaigns for some of the large advertisers of this country, and in addition has had valuable newspaper experience. His last connection in the latter capacity was as business manager of the Baltimore Sun and the Evening Sun. He said, in part:

"It pays to advertise." Frank Tiney would say it pays to advertise. It does, and if Joe Weber were about, he would add—and then you're wrong. Billy Sunday prays to advertise.

### CAUSE OF SOME FIZZLES.

"Seriously, it pays to advertise a worth-while article. I have seen many apparent successes in advertising fizzle because back of the printed word the goods were not right, and all the trade-marking, registering, or branding this side of Kingdom Come could not make up for this vital deficiency. One of the first propositions with which I had to do when I left the newspaper business in 1905 and became connected with the Paul E. Derrick Agency in New York and Chicago, was the Lliquozone account. About \$1,200,000 was spent in advertising in 1905 by the Lliquozone Company (the word 'liquozone' being the words 'liquid' and 'ozone' combined), and a really wonderful business developed, when of a sudden it became known that Chicago River water and sulphuric acid were the principal constituents and—Bang! It blew up. Do you ever hear of Lliquozone?"

### NATIONAL BISCUIT FIGHT.

"While this was going on the National Biscuit Company was spending about the same amount of money developing the In-er-Seal brand of goods—Uneeda Biscuit, etc., and thirteen first-class law suits, in which the National Biscuit Company won every one resulted. Imitators only copy the worth while, and 833 abandonments by 288 manufacturers as of January 1, 1915, by notice, resulted, where the imitators became frightened, and 49 by injunction, a total of 882 abandonments from 1905 to 1915.

"The most important and complete victory was the case of National Biscuit Company vs. Pacific Coast Biscuit Company, fought out in Chancery of New Jersey. Final decree was rendered by Chancellor Edwin Robert Walker on January 16, 1915. The pleadings and proofs in this case will make instructive reading to any manufacturer or advertising man, and, as the In-er-Seal is probably the most valuable trade-mark in the United States, the words of the pleadings are important:

"The initial trade-mark name coined and applied by the complainant to an important part of its cracker output is Uneeda or Uneeda Biscuit. The association of the In-er-Seal trade mark and the name Uneeda Biscuit, formed the slogan of the complainants' business. By the expenditure of a stupendous amount of money in lavish but judicious advertisements, they became known to almost every man, woman, and child in the country as the identifying mark and name of the complainants' goods. I quite agree with the statement of one of the witnesses who testified that Uneeda Biscuit and the In-er-Seal, it may be said, are woven into the fabric of the National Biscuit Co., and in fact they are the business.

As to their value, they are probably worth millions of dollars to the National Biscuit Co. Its physical properties, such as plants, machinery, and so forth, if destroyed could be replaced within a reasonable time, while the loss of In-er-Seal and Uneeda Biscuit, and the good will that goes with them, would be, if not irretrievable, at least a very great calamity."

### THE TEA ROSE CASE.

This case and the Tea Rose case just decided shows that our courts go a great way to see that trade-mark rights are respected.

It was the disposing of this latter case that the Supreme Court declared in effect that there is such a thing as "territorial rights" in trade-mark practice, and that those rights must be respected. The court comments on the fact that the case is a peculiar one, none other being like it, a circumstance that explains in part the unusual interest which advertising men have felt in the outcome of the dispute.

The most important cases in unfair competition and leading cases upon which counsel for the National Biscuit Co. depended throughout are: Schuer vs. Miller (20, CCA 165), and Lare vs. Harper (30, CCA 165).

On the question of color of packages or scheme Judges Lurton and Richards, Circuit Judges, and Thompson, District Judge in the United States Circuit Court of Appeals, Sixth District, January 21, 1904, Judge Richards delivered the affirmance of the judgment of the Circuit Court, and said among other things therein, "While it is true no one has a right to monopolize a particular color yet the courts have repeatedly held that a person may be restrained from using a particular color, in combination with other things, to mislead the public and market his goods as those of another."

Mr. Magers spoke from notes, and the foregoing only touched on the technical side of his talk. He, for the most part, spoke reminiscently of his experiences in the general advertising business.

### ADVERTISING IS LIKE SUNLIGHT

Spokane Ad Club Advertises in Newspaper the Power of Publicity.

SPOKANE, March 18.—In connection with the exhibition this week of the play "It Pays to Advertise," for which the Spokane Ad Club stood financially responsible, club officials published an advertisement in The Spokesman-Review emphasizing the power of publicity. The following were among the points brought out:

"Advertising is to business what the sun's rays are to life—it not only illuminates, but it gives strength and virility. It nourishes and sustains. It breathes personality into commercial institutions"

"That which thrives in darkness is usually mean and contemptible."

"The absence of light brings about degeneration and death. The ability to stand the light, on the other hand, frequently spells worthiness."

"Advertising not only improves business by focusing the light of publicity upon the commodities offered and the institutions offering them, but also vivifies business by setting up standards of truth and sincerity, which in time become the essential characteristics of all permanently successful undertakings."

### Talked on Direct Advertising

The members of the Advertising Club of St. Louis were addressed Tuesday at luncheon by Mr. Waller Edwards on "Direct Advertising." He advanced arguments for the use of that kind of advertising which comes to the business man in an intimate way. Edwards for three years lectured on advertising at the St. Louis University School of Commerce and Finance, and for seven years was advertising counselor for Nelson Chesman & Co.

### FIGHTING AUTO FRAUD ADS

National Vigilance Committee of A. A. C. of W., Joins in Crusade for Truth.

INDIANAPOLIS, Ind., March 20.—With a view of helping to eliminate fraudulent schemes devised to mulct owners of automobiles through misleading direct-by-mail advertising, the National Vigilance Committee of the Associated Advertising Clubs of the World has announced at national headquarters here that it will cooperate with the American Automobile Association, which has started a crusade against such practices.

Investigations by Richard H. Lee, of Cleveland, chairman of the legislative committee of the American Automobile Association, have disclosed a number of "coöperative" organizations which offer members automobile accessories,

supplies and tires at ridiculously low prices. Evasion is one of the principal assets of these organizations, according to the information given Mr. Lee.

"The man who advertises a standard make of tire," said Mr. Lee, "to be delivered at a price less than the cost of manufacture is safe if he can and does deliver; but the man we are looking for is the fellow who advertises a standard tire at a reduced price and then by a subterfuge, by an evasion, by reference to an unread contract or any other means, delivers something else, the value of which is questionable."

The National Vigilance Committee of the Associated Advertising Clubs will be aided in this work by the vigilance committees of approximately 140 local advertising clubs in all parts of the United States and Canada.

# The Philadelphia Record

announces the appointment of

## Hasbrook, Story & Brooks

INCORPORATED

FIFTH AVE. BLDG., NEW YORK  
MUTUAL LIFE BLDG., PHILADELPHIA  
PEOPLES' GAS BUILDING, CHICAGO, ILL.

AS FOREIGN REPRESENTATIVES IN  
THE EASTERN AS WELL AS  
THE WESTERN FIELD

Mr. J. F. Finley, who has represented "The Record" in the Eastern field for many years, has become a member of Hasbrook, Story & Brooks, Inc.

## WESTERN UNION TELEGRAM

Montgomery, Ala., 4:40 P. M. 14.

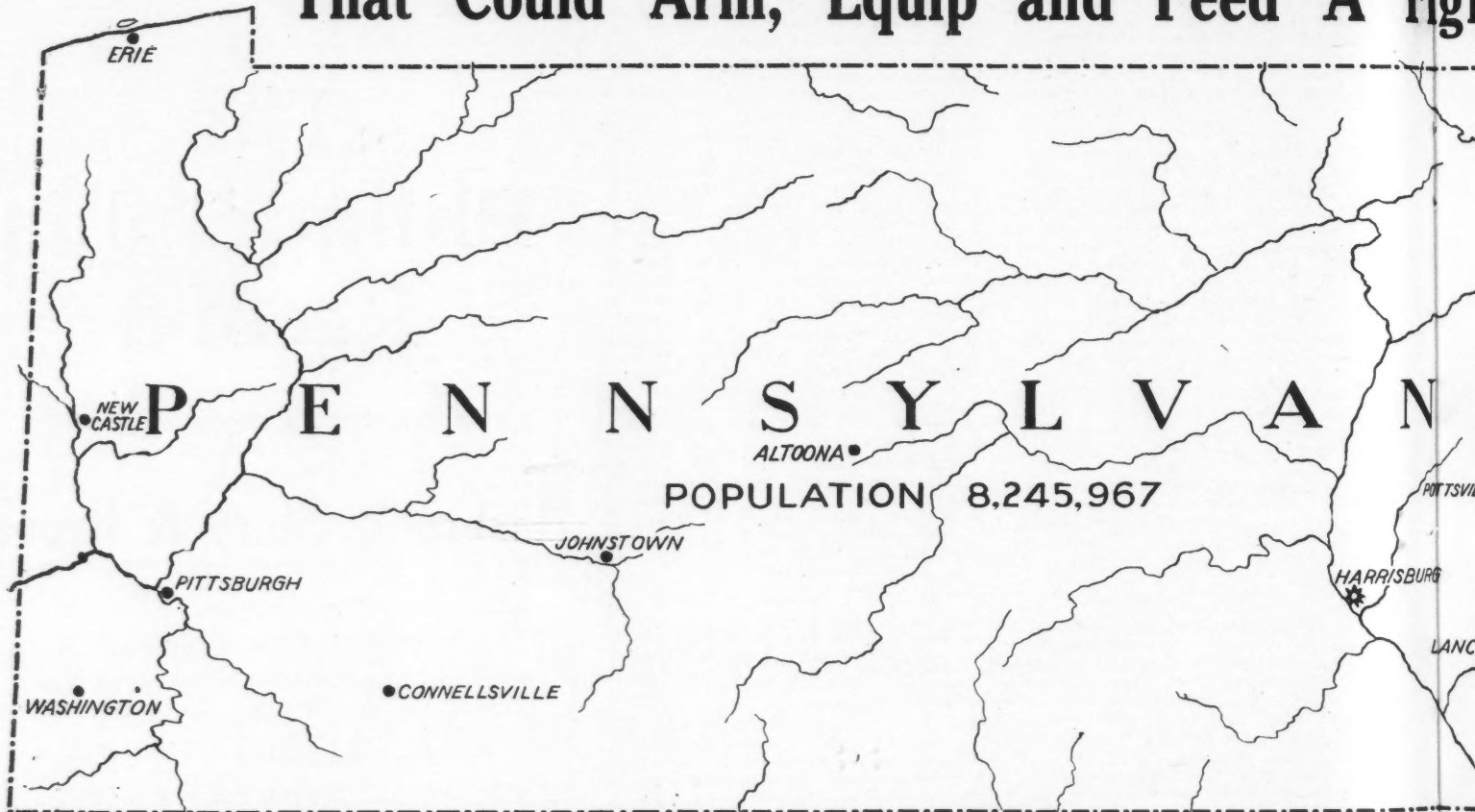
Central Press Assn., Frederick Bldg., Cleveland.

Just a word of appreciation on your quick action on Mexican layouts. Think it is coming to you.

THE ADVERTISER,  
Taylor Kennerly, Managing Editor.

When there is a big news event, the Central Press Association covers it pictorially with thoroughness and alertness.

# THESE THREE STATES C OF WORKINGMEN AND That Could Arm, Equip and Feed A Fight



**T**HESSE three states build battleships, locomotives, automobiles, bridges, make plate, ammunition, firearms, clothing and footwear—raise foodstuffs—dig from the coal and iron ore and tap it for gas and oil.

Formidable states, wonderful states, productive states, dependable states, indeed Pennsylvania, Delaware and New Jersey, and in these states reside more than 11,000,000 people—sturdy, thrifty, intelligent folks whose sentiments are voiced by the powerful newspapers listed on this page, the circulations of which run close to 2,000,000 a day.

You can tell your story most effectively, Mr. Manufacturer, to these 11,000,000 people and read every day. It is a list of mediums that might well be called incomparable.

You are assured of exceptional service from every one of these 46 newspapers when you call on them whenever you desire to cover these three states.



# COULD RAISE AN ARMY

## AND FARMERS

### Fighting Force of Millions



make armour  
from the earth

s, indeed are  
an 11,000,000

powerful news-  
a day.

00 people in the newspapers they love and ad-  
mparable in point of character and circulation.

newspapers, and you are advised to employ

(The following newspapers, each prominent in its own field have purchased this space.)

#### PENNSYLVANIA NEWSPAPERS

	Net Paid Circulation	Rate	
		2,500 lines	10,000 lines
Allentown Call (M)	17,161	.025	.0171
Allentown Chronicle & News (E)	7,159	.0178	.0107
Allentown City Item & Democrat (EM)	10,785	.015	.015
Altoona Times (M)	13,411	.025	.02
Chester Times & Republican (EM)	12,654	.0335	.0218
Connellsville Courier (E)	6,415	.0143	.0122
Easton Free Press (E)	11,977	.0214	.0214
Erie Herald	{ (E) 8,957 (S) **7,428	.0171	.0143
Erie Times (E)	24,019	.04	.04
Harrisburg Telegraph (E)	20,672	.03	.03
Johnstown Leader (E)	7,254	.0214	.0142
Lancaster New Era (E)	9,205	.0178	.0178
New Castle News (E)	9,075	.0178	.0128
Norristown Times (E)	7,100	.0178	.0143
Philadelphia North American (MS)	171,660	.25	.25
Philadelphia Press (M)	74,012	.165	.15
Philadelphia Press (S)	*157,908	.25	.25
Philadelphia Record (M)	161,765	.25	.25
Philadelphia Record (S)	**141,086	.25	.25
Philadelphia Telegraph (E)	110,047	.175	.15
Pittsburgh Post & Sun (S and E combined)	133,079	.14	.14
Pittsburgh Post & Sun (M and E combined)	107,625	.12	.12
Pittsburgh Dispatch (M)	64,753	.12	.08
Pittsburgh Dispatch (S)	64,753	.19	.14
Pittsburgh Press (E and S)	118,068	.13	.10
Pottsville Journal (E)	8,875	.0142	.0142
Scranton Republican (M)	***38,799	.06	.05
Scranton Times (E)	37,397	.05	.05
South Bethlehem Globe (E)	7,449	.0214	.0178
Washington Observer & Reporter (ME)	13,132	.025	.025
West Chester Local News (E)	12,450	.03	.03
Wilkes-Barre Times-Leader (E)	16,620	.035	.025
Total	1,612,750	2.5895	2.3536
Population, 8,245,967.			

#### NEW JERSEY NEWSPAPERS

	Net Paid Circulation	Rate	
		2,500 lines	10,000 lines
Asbury Park Press	7,942	.02	.0142
Atlantic City Review	8,213	.025	.02
Elizabeth Journal (E)	12,769	.0286	.0214
Jersey City Journal (E)	21,459	.06	.06
Newark Star-Eagle (E)	**46,000	.09	.07
Paterson Chronicle (S)	6,801	.025	.0214
Paterson Press-Guardian (E)	**14,000	.03	.03
Paterson Morning Call	12,825	.0357	.025
Paterson News (E)	10,307	.05	.03
Perth Amboy News (E)	5,877	.0157	.0121
Plainfield Courier-News (E)	5,742	.0157	.0124
Trenton State Gazette (M)	10,653	.025	.02
Total	162,588	.4207	.3365
Population, 2,815,663.			

#### ONE DELAWARE NEWSPAPER

	Net Paid Circulation	Rate	
		2,500 lines	10,000 lines
Wilmington Journal (E)	15,479	.025	.02
Total	15,479	.025	.02
Population, 209,817.			

\*Government statement, April, 1915.

\*\*Publishers' statements.

\*\*\*A. B. C.

Other ratings Government statements, October, 1915.

#### SUMMARY

POPULATION	-	-	-	-	11,271,447
NEWSPAPERS	-	-	-	-	46
CIRCULATION	-	-	-	-	1,810,438

	Population	Net Paid Circulation	Rate	
			2,500 lines	10,000 lines
Pennsylvania	8,245,967	1,612,750	2.5995	2.3536
New Jersey	2,815,663	162,588	.4207	.3365
Delaware	209,817	15,479	.025	.02
Total	11,271,447	1,790,817	3.0452	2,7101

# EDITORIAL

## DO NOT REPEAL THE BOURNE PUBLICITY LAW—AMEND IT!

SENATOR BANKHEAD, chairman of the Senate Committee of Post Offices and Post Roads, proposes to have the Bourne Publicity law repealed at this session of Congress, through an amendment to the Post Office Appropriation bill.

The Bourne law should not be repealed. It should be amended. It should be broadened in its scope, to the end that the reports required of newspaper publishers should include data of real value to all advertisers; and this data should be made easily available to every citizen.

It should penalize—which it does not now do—the circulation liar; and make his trade as unsafe as that of the tradesman who cheats in weights and measures. The pleasant legal fiction that perjury is committed only through testimony given in a court of law, and cannot be established if the man has sworn falsely simply through an affidavit made before a notary public, has made it possible for the dishonest publisher to falsify his report to the Government without serious misgivings.

THE EDITOR AND PUBLISHER has watched the course of the Bourne law closely, hopefully. We have tested the opinion of it held by leading publishers of the country. That opinion is not, at least not wholly, adverse. The shortcomings of the law have been obvious and aggravating. That, basically, it is sound, and in the line of progress, is generally believed. But it must be amended—in line with the needs of the times.

The law had what may be called a sinister inception. It sought, chiefly, to "uncover" the supposed secret control, by interests and politicians, of the daily newspapers. Yet, so far as we can recall, the unveiling of the ownership of stock in daily newspapers has resulted in no scandal—in no sensation. No one has been injured by this publicity.

The possibilities of usefulness in the measure lay, mainly, in the prospect it held out of affording reliable data of the circulation of newspapers to all who desired it. This prospect has in some measure been defeated.

The reports filed with the Government have not been made available to the public. They have been filed in such a way that they are not easily accessible; and when one asks to examine them he is informed that it would be too much trouble for the clerks of the department to search through the files for them.

Amendments to the Bourne law should, therefore, provide for penalties for false reports of circulation and a method of procedure for securing evidence of such fraud, and its prosecution.

They should provide for fuller data about circulation, such as would be comprised in any worthwhile audit report; and for the publication of this data, in tabloid form, in public documents, each covering a group of States; such documents to be available to all citizens who apply for them, and affording real information on which to plan an advertising expenditure.

The files themselves, in their original and complete forms, should be segregated and made accessible for inspection at all times.

With amendments framed on these lines and enacted into law, the Bourne law may become a thing of service, of real usefulness.

It may be made to loom as a spectre of no inviting aspect to the small number of crooks who publish newspapers, and who obtain business under methods no whit better than those of the dishonest tradesman who gives short weight or scant measure. If we are to have any sort of Government regulation of the publishing business, let it be in the interests of the people, of the honest publishers—not merely a concession to the curious, who long to know who is "back" of newspapers, and a weapon and a cloak for the crook. The Bourne law needs revision—not repeal. For proper revision of the existing law, to which publishers have cheerfully conformed, may make of it an instrument of salutary power, and a channel of valuable and necessary public information.

**I HAVE never been able to understand the point of view of some publicists who think they have to write or edit down to the level of the public taste. I have never yet seen an editor who did not have to do his utmost to edit up to the public taste; and after he had done his utmost there was always a possibility that he had not reached a sufficiently high standard of excellence.**  
—William Randolph Hearst.

## HOW DOES THE STAMP-COUPON SYSTEM INJURE THE NEWSPAPER BUSINESS?

CHARLES C. ROSEWATER, general manager of the Omaha Bee, in a letter to THE EDITOR AND PUBLISHER, writes one of the best editorials we have ever seen on the subject of the coupon and trading stamp. Mr. Rosewater writes from the viewpoint of the publisher of a newspaper.

In a recent editorial we pointed out to Mr. John C. Eastman, publisher of the Chicago Journal, how the growth of the craze for stamp and coupon collecting served to destroy, or at least to lessen, the natural interest of its victim in real advertising.

Publisher Rosewater drives home another point which makers of newspapers cannot overlook. He writes:

"I have been personally very much interested in this subject. Through the mistaken idea that trading stamps are a SUBSTITUTE FOR ADVERTISING, the expense is usually taken out of the advertising appropriation and REAL ADVERTISING CURTAILED OR DISCONTINUED. I think there is no question as to the interest of the newspaper publisher in this subject."

In all cities where the stamp craze flourishes this very thing happens. It is an evil thing for the merchants who are so short-sighted as to divert any part of a possible advertising expenditure to the promotion of these lures—for trade built up on a delusion cannot endure. And it is an evil thing for the publishers of newspapers, whose legitimate revenues from real advertising by merchants are curtailed.

Can any publisher of a newspaper longer ignore this evil, which attacks him from every angle?

SAMUEL HOPKINS ADAMS, in his Ad-Visor column in the New York Tribune, prints a letter from B. Altman & Co., large advertisers in the Tribune, in which they request that, in future, he should print in his department no letters of commendation from readers concerning the store's policies, and that he should also be more careful about printing letters of complaint and criticism. Altman & Co. must have been amazed by the comment of Mr. Adams on their letter. He says:

"The request is an improper one and is refused. Coming as it does from a heavy advertiser it sounds a sinister echo of the time, by no means remote, when 'requests' of this sort emanating from department stores carried, and were expected to carry, the force of an Imperial ukase in the newspaper offices. The Tribune is not edited by any advertiser, and advice and counsel such as are contained in the Altman letter are not taken in good part in this office."

IN cities where merchandising conditions are demoralized and the value of real advertising lessened, by the stamp and coupon crazes, it is the urgent business of newspaper publishers to take the fullest advantage of the Supreme Court decisions as to the rights of the States to tax and control these devices. The method of procedure is simple. Educate your readers to the absurdity and evil of the system; and influence your legislators to take quick action on it.

## ARMOUR & COMPANY DO NOT NEED TO ADOPT DEVIIOUS METHODS OF ADVERTISING.

MALLORY, Mitchell & Faust, of Chicago, are conducting an advertising campaign for Armour & Co., using magazines and newspapers. This campaign is intended to enlarge the markets for the Armour-branded package specialties—described as "the very small end" of the Armour business, covering a volume of sales amounting to about fifty millions of dollars a year.

These specialties include mince-meat, grape juice, leaf lard, oleomargarines, butter, bacon, ham, sausage, bouillon cubes—in fact, about a hundred different branded food products.

It would seem, to advertising men in general, that, with an industry like this, coördinated with the much larger business of the company in fresh meat, the conditions were ideal for a newspaper advertising campaign on a large scale, with assured results.

Yet Mr. Faust, spokesman for the advertising firm having the campaign in charge, doubts the efficacy of display advertising space in newspapers. He has misgivings. It seems to him that something aside from straight, legitimate advertising must be done, if the advertising itself is to have force and pulling power.

These misgivings led to a real inspiration. Mr. Faust conceived the idea of a specially prepared "Page for the Home Manager." This page, in the guise of a "Woman's Page," is edited by the Armour domestic science adviser, Jean Prescott Adams. It consists, chiefly, of recipes, menus, suggestions for varying table-monotony. MOST OF THESE RECIPES AND SUGGESTIONS INVOLVE THE USE OF ARMOUR FOOD PRODUCTS, and the text runs perilously near to actually naming these products.

The page is so arranged that spaces are left, at the bottom, in which the local advertising of food products, such as are recommended in the text matter, may be secured. Some papers that carry the Armour advertising carry it on this page. Papers not yet favored with it are to pay Armour & Co. a dollar and a half a week for the privilege of using the page.

It is Mr. Faust's idea that Armour advertising can be made profitable only in publications which will, semi-editorially, boost their products. Of course this boosting is to be done in a way to mislead readers into believing that pure foods are being discussed only in a general way. The proposition amounts to a deliberate exploiting of the readers of a newspaper; using the editorial influence exerted by newspapers to give additional value to the Armour advertising. Unless this "coöperation" is extended to them by the newspapers, Armour & Co. may conclude that newspaper advertising would not pay them, and a potentially great account will be lost to the publishers.

If the principle involved were even half-sound, ethically, it would have to be extended to cover, in a similar way, a majority of advertising campaigns carried through the newspapers. The advertiser of a commodity would be entitled to use the reading columns of the newspapers to popularize his product, through offering to readers "advice" on how to utilize it. The adoption of the principle generally would obviate the necessity for editorial effort in a newspaper office. All of the space available for features, and more, would be given over to propaganda matter furnished—not always without cost to the paper for the matter, as illustrated in this instance—by the advertisers.

The Armour Company is too big for this sort of petty thing. It should never have been attempted. That a few newspapers have shown a willingness to play the game, in spite of its bad ethics, is merely another illustration of the fact that you can fool some of the people all of the time—but only some of them. If the Armour Company wants this special feature page used in newspapers, regular advertising rates should apply—and the matter should be clearly designated as advertising.

The Armour advertising, undisguised, without the aid of side allurements, will PAY. Why inject this ugly element into a campaign which should be a big winner on straight and sound lines?



# P E R S O N A L S

**N**EW YORK CITY.—Adolph Ochs, publisher of the Times, is in California on a vacation trip.

S. K. Ratcliffe, honorary secretary of the British Sociological Society, and editor of the Sociological Review, London, England, gave an address last Sunday evening at the Church of the Messiah, Park Avenue and 34th Street, on "The Great War and the Outlook for Democracy."

R. E. Taylor, known for his remarkable feats in the world of newspaper photography, has been appointed manager of the International Film Service. During his twenty years as a newspaper photographer, Mr. Taylor has worked on many of the big dailies of the United States.

H. Sherman Martin, war correspondent and New York Evening Sun photographer, who has been lecturing on "The Life of Francisco Villa" film at the Knickerbocker Theatre, has received an offer to tour.

John P. Gavitt, managing editor of the Evening Post, will be one of the speakers at the forty-third annual meeting of the National Conference of Charities and Correction, to be held in Indianapolis, Ind., May 10 to 17.

Chester S. Lord, for forty years connected with the editorial staff of the Sun, will be one of the speakers at the annual meeting of the Kansas Editorial Association, to be held at the University of Kansas, May 1 to 6.

Charles Michaelson, war correspondent and formerly one of William Randolph Hearst's Chicago editors, has left the newspaper business to become a photo-playwright. He is the author of the Essanay drama, "The Discard."

Joseph Eldridge, editor of the Ogden (Utah) Examiner, was a visitor in this city last week.

Prof. Hugh Mercer Blain, head of the department of journalism at the Louisiana State University, Baton Rouge, will give courses in journalism in New York University this summer.

Francis P. Albertanti, better known as "Francis," who has been acting sporting editor of the Evening Mail, has been made sporting editor. Mr. Albertanti succeeds Grantland Rice, who has gone to the Tribune.

John E. Cullen, formerly managing editor and advertising manager of the Baltimore (Md.) Sun, has joined the staff of the Evening Mail as direct advertising promoter.

Don C. Seitz, business manager of the World, will be one of the speakers at the Newspaper Institute, to be held at the University of Maine, Orono, May 19 and 20.

J. Alex. Lodge, proprietor of the North Shore Breeze, of Manchester, Mass., was in New York on a business trip this week.

Frank Perley, of White Plains, has joined the staff of the morning World, as reporter.

Miss Mae Martin has left the reporter staff of the morning World to do magazine work.

Ewan Justice, of the morning World, has gone with the Fox Film staff of New York city.

Glenn H. Tucker, has left the morning World staff. He has not yet decided on his new field of endeavor.

William S. Abbott has resigned from the copy desk of the Tribune and taken a similar position with the World.

Robert Dunn is representing the Tribune in Mexico.

Charles L. Lloyd, formerly advertising director of the Evening Mail, has taken charge of the national advertising department of the Tribune.

Alfred A. Ball has been promoted to the foremanship of the Tribune composing room, in place of William McLeod.

Miss Anne Lewis Pierce has been placed at the head of the Tribune Bureau of Investigations.

**M**EN of vigorous parts and sound understandings do not willingly part with their identity. That is a portion of the heritage which God has given to mankind—our finer part—for it causes us to strive, to labor, to aspire, to keep ourselves honorable and clean, to seek the good-will and good-report of our fellow-men—Henry Watterson.

**O**THER CITIES.—John F. Duffy, well known in the Pittsburgh financial district for his connection with the New York News Bureau's Pittsburgh office, where he was editor for nine years, has been named Pittsburgh correspondent of the Metal Reporter, a trade paper published in New York and Chicago each business day.

Jacob B. Esser, a retired newspaper publisher of Kutztown, Pa., has suffered a stroke of apoplexy, and is in a serious condition.

C. W. Rooks, editor of the Humboldt (Tenn.) Courier-Chronicle, has announced himself a candidate for the Democratic nomination for State Senator from Gibson County.

"Ole Lew" Thayer, newspaper man and press agent, who resigned recently from the Hartford (Conn.) Courant, has signed a contract to go ahead of one of the burlesque shows this summer. The company will play the Western circuit.

J. L. Stewart, member of the New Brunswick (N. S.) Legislature, and editor of the Chatham (N. S.) World, is a patient in the Royal Victoria Hospital, Montreal, suffering from eye trouble.

T. A. Daly, a writer of humorous verse on the Philadelphia Ledger, was a speaker at the banquet of the Friendly Sons of St. Patrick in Buffalo, N. Y., on St. Patrick's night.

J. C. Burton, who formerly wrote of Automobiles for the Chicago Daily News, is now automobile editor of the Chicago Tribune.

Clark Cross, of the Salina (Kan.) Journal; "Dick" Blaisdell, of the Western Spirit, Paola, and Milton Taber, of Topeka, have joined the staff of the Topeka (Kan.) Capital. They fill vacancies caused by the resignation of Dr. Herbert L. Clark, formerly telegraph editor, who was appointed city physician, and Wallace J. Casey and C. G. Wellington, reporters, who went to the Kansas City Star. Ray Yarnell, who has for two years been a member of the Daily Capital staff, becomes telegraph editor to fill the vacancy caused by the resignation of Dr. Clark.

Charles F. W. Archer, of Salem, Mass., for many years a newspaper man at the State House, Boston, may lose the position to which he was recently appointed. It is announced that the commission of economy and efficiency, to which Mr. Archer was appointed, is one of the bodies that is slated to go by the board as the result of the decision of Gov. Samuel W. McCall that there would be a paring of offices.

William Jordan, formerly assistant night city editor of the San Francisco Chronicle, has been given the political desk of that paper, which means that he will go to the Chicago Convention. Albert Porter, who has been doing the marine work for the Chronicle for some years past, has taken Mr. Jordan's former place.

Frederic P. Noble, Ph.D., chief editorial writer of the Spokesman-Review, delivered the Phi Beta Kappa address at Whitman College, Walla Walla, Wash., on "Culture's Duty to Serve."

Henry Rising, editor of the Spokane (Wash.) Chronicle, was honored by having the first official birth certificate issued by the city of Spokane made out in the name of his two-year-old son, Henry Tilsley Rising.

Alfred—"Bob"—Cowles, of the Spo-

kane Spokesman-Review staff, is seriously ill in a local hospital in that city, having suffered a hemorrhage of the lungs.

Edward R. Wake, of the Kansas City (Mo.) Daily Globe and Telegram, was in New York last week calling on the general advertisers and advertising agents.

John H. Ritehey, of the Minneapolis Journal, was in St. Louis this week looking for copy readers for that paper.

**P**ITTSBURGH.—David T. Jonas, assistant managing editor of the Pittsburgh Leader, is delivering a series of moving-picture talks on "The Making of a Newspaper," in which films take in the Leader Building, showing the making of the daily newspaper are displayed on the screen. They are shown before schools, lodges, women's clubs, and similar organizations, free of cost.

Claude O'Grady, formerly with the news-writing force of the New York Sun, is now reading copy on the Pittsburgh Dispatch.

A. Bechtel is with the Tri-State News Bureau, Pittsburgh, having come from the Times-Age, of Coshocton, O.

Charles Yost, advertising manager of the Gazette-Times, and W. E. Moffett, advertising manager of the Leader, had a debate before the luncheon of the Publicity Club, Pittsburgh, on "The relative merits of advertising in morning and evening newspapers."

James M. McAfee, sport writer, and Augustus Huber, photographer, of the Tri-State News Bureau, are with the Pittsburgh Baseball Club at their Southern training camp, Hot Springs, Ark.

Charles A. Holmes, well-known Pittsburgh advertising expert, has been made secretary of the Pittsburgh Advertising Club, formerly the Pittsburgh Publicity Association.

**C**HICAGO.—Paul Crissey's home at Lake Geneva was entered by burglars Sunday, who took away jewelry worth \$200. Mr. Crissey is financial editor of the Journal.

Crawford Head, who resigned as telegraph editor of the St. Louis Republic two years ago, to go into the theatrical business, has returned to newspaper work. He is reading copy on the sport desk of the Herald.

R. F. Anfinger, formerly head of the St. Louis Times copy desk, is reading copy on the Journal.

H. F. Anderson, formerly of the Minneapolis Tribune, is in Chicago.

Gilman Parker has gone from the Herald local staff to that of the Tribune.

Richard E. Lee, formerly of the Herald, is on the Examiner staff.

Guy Richards has gone to Denver to work on the copy desk of the Post.

B. Beecher Osborne, formerly of the Herald, is on the staff of Chamberlain's Magazine.

Jay V. Radcliffe, a cartoonist, lately with the Kansas City Post, arrived in Chicago Monday looking hale as ever. He says he hopes to stay a while.

H. Elliot Stuckel has been made head of the Journal copy desk.

James Evans Crown, city editor of the New Orleans Item, was in Chicago the other day on his way to his fruit farm near Coldwater, Mich. "Jim" Crown was city editor of the Examiner and Inter-Ocean for several years and started a good many newspaper men in

Chicago in the business. He promises to return for the Inter-Ocean Alumni dinner to be held later in the spring.

Webb Miller, as soon as he knew that United States troops were going into Mexico, threw up his job on the Chicago American and took the first train south. He sent back a lot of copy on the details incident to the departure of the troops. Since the invasion actually began not a word has been heard from him, but his Chicago friends are betting dollars to doughnuts that he has found a way to accompany the invading column.

**C**LEVELAND.—C. H. Newell, editor of the Denver Express, has joined the Newspaper Enterprise Association in an editorial capacity.

Benjamin Karr, chief editorial writer of the Cleveland Leader, will relate his experiences with the Ford Peace Expedition before the Traffic Club at Hotel Statler on April 11.

Mrs. Ellen Robertson Miller, author and artist, of Cleveland, spoke before the Cleveland Women's Press Club in the Stearn Company Tea Room Tuesday, on her experiences with New York, Boston, and Philadelphia publishers.

Richard H. Waldo, secretary of the New York Tribune, was the guest of honor before a joint meeting of the Cleveland Advertising Club and the Cleveland Real Estate Board this week. He spoke on "Newspaper as Advertising Media."

P. M. Chase, of Harper's Weekly, was a visitor to Cleveland during the week, and spent some time with S. T. Hughes, editor of the Newspaper Enterprise Association.

R. O. Eastman, now a member of Fuller & Smith, and formerly advertising manager of the R. N. Kellogg Company, spoke to the members of the Cleveland Advertising Club on "Getting Down to Brass Tacks," at the Friday meeting.

Richard Koeppel, editor of Volksblatt, Socialist newspaper, has written a play called "The Iron Cross," in which he explains why the Socialists and German working people came forth to defend the Fatherland.

Eugene S. Bagger, associate editor of Szabadsag, a Hungarian newspaper, has received an interesting communication from Dr. Andor Revesz, who before the war was a professor of French in Budapest. In his letter the doctor tells how he covered the flight of the King of Montenegro for Az Est, Budapest evening paper.

Wilbur D. Bacon, formerly of the Youngstown Vindicator, has joined the general staff of the Cleveland Leader.

T. A. Petty, who has been the local manager of the Associated Press for a considerable time, has been transferred to Dallas, Texas, where he will be associated with J. P. Glass, also a former Cleveland manager of the A. P., in the management of the Southwestern office.

J. W. Marksbury, who has been Columbus manager of the Associated Press, becomes manager of the Cleveland office of that organization.

R. J. Desman, formerly of Des Moines, has been appointed as manager of the Columbus branch of the Associated Press.

Fred T. Turner, formerly of the Buffalo Commercial, has joined the general staff of the Cleveland News.

W. J. Hannon has left the editorial department of the Cleveland News to become assistant advertising manager of the Mandell Brothers department store, Chicago.

Louis F. Fogg, former newspaper man, has found the lure of the business too strong, and has resigned his position with an insurance company here to join the Cleveland News general staff.

Guy W. Fowler has left the Cleveland News to become city editor of the Erie (Pa.) Dispatch.

(See more Personals next page)

## The Editor & Publisher and the Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

Entered as second class mail matter in the  
New York Post Office

Issued every Saturday—forms closing one  
o'clock on Friday preceding date of publication—  
by The Editor and Publisher Co., Suite 1117  
World Building, 63 Park Row, New York City.  
Private Branch Tel. Exchange Beekman 4330.



The Journalist, established 1884; The Editor  
and Publisher, 1901; The Editor and Publisher  
and The Journalist, 1907. James Wright  
Brown, President; E. D. DeWitt, Treasurer;  
Frank Le Roy Blanchard, Secretary.

For advertising rates see publisher's notice on  
classified page.

### PERSONALS

(Continued from previous page)

**BOSTON.**—Jack Harding, formerly of  
the Post staff, but for some  
months a member of the staff of the  
El Paso Herald, and later of the El  
Paso Times, is now doing war corre-  
spondence for the New York Tribune.  
Mr. Harding writes that he "signed up"  
by wire, and that he at once started for  
the front.

John S. Connolly, former day city  
editor of the Boston Herald, and now  
secretary to Congressman Carter, paid  
a flying visit to Boston last week. Mr.  
Connolly, who is a member of the en-  
tertainment committee of the National  
Press Club, was present Sunday night  
at the supper and entertainment given  
at the Boston Press Club.

Charles S. Bellatty, of the staff of  
the H. B. Humphrey Company, is do-  
ing the active publicity work for the  
Charlestown Boys' Club fund of \$125,-  
000, to be raised in a ten days' cam-  
paign. Mr. Bellatty is providing the  
newspapers with day-to-day accounts  
of the doings of the workers, among  
them a group from the Pilgrim Publi-  
city Association, headed by Carroll J.  
Swann.

"Harry" Malloy, who has been with  
the Post for some years, was given a  
farewell dinner at the Press Club Sun-  
day night, just before he took train for  
Springfield, where he is now working  
for the Republican in the advertising  
department.

Walter Measday, formerly a reporter  
for the New York World, later cam-  
paign secretary to Woodrow Wilson,  
and now confidential man for the  
United Shoe Machinery Company, of  
Boston, is lecturing during his spare  
time on the need of preparedness. Mr.  
Measday has delivered several talks on  
this subject in and about Boston with  
great success.

Charles Parker, of the American, has  
a weekly column, illustrated, in the  
Sunday American, that tells the story  
of Boston hotel doings, and gives a cal-  
endar of coming events. As a result,  
hotel advertising has increased.

"Jack" English, of the Boston Travel-  
er staff, who represented that paper  
on the Ford peace trip, Saturday night  
told the members of the Manchester  
(Mass.) Brotherhood about his trip.

**PHILADELPHIA.**—Allen D. Albert,  
president of the International Asso-  
ciation of Rotary Clubs, and formerly  
editor in chief of the Minneapolis  
Journal, was guest of honor at the  
monthly dinner of the local Rotary  
Club at the Kugler's on Tuesday night.

Levi Wilcox, the "Dandie Dinmont"  
of the Philadelphia Inquirer, who is an  
authority on dogs of high degree, will  
be one of the judges at the Washing-  
ton Kennel Club Show in April. He  
will judge 12 breeds—no small stunt,  
even for one so experienced.

Miss Carrie Wanbaugh, society edi-  
tor of the Evening Telegraph, has  
gone to St. Augustine on a vacation.  
Mrs. Coxe is filling the desk until her  
return.

Charles M. Davis has left the In-  
quirer and is now on the staff of the  
Public Ledger.

J. W. Lee, head publicity agent of  
the Pennsylvania R. R. who has been  
with that organization as assistant and  
chief for the past ten years, has resig-  
ned to take up publicity work in New  
York.

Charles P. Martyn, night city editor  
of the Press has gone to Atlantic City  
on a short vacation.

John Curtis, assistant musical editor  
of the Bulletin, who has been president  
of the Philadelphia Operatic Society  
and more recently of the Behrens  
Opera Club for the last ten years, re-  
cently had the satisfaction of witness-  
ing the 34th performance of English  
grand opera under his management.  
During this time, the society brought  
forward a number of local singers who  
later became well-known in the forces  
of the Metropolitan Opera Company.  
Miss Curtis Wager-Smith addressed  
the Woman's Club of Salem, New Jer-  
sey on Tuesday, on the pictures in the  
11th annual exhibition at the  
Academy of the Fine Arts.

Herbert Hare, of the Press, accom-  
panied the party of trade-boomers from  
the Chamber of Commerce, on their  
recent trip through cities in Pennsylv-  
ania and New York. Samuel McCoy  
represented the Ledger on the expedi-  
tion.

Samuel McCoy is the author of a  
new historical romance, "Tippecanoe"  
which was the subject of an apprecia-  
tive article by Charles W. Duke, late  
of the Ledger staff, last Sunday. The  
tale emphasizes the doctrine of pre-  
paredness.

One of the cleverest drawings which  
has ever come from the pen of Frel  
Morgan, long the cartoonist of the In-  
quirer, was published last Saturday  
and entitled "Our Waitful Watchdogs."  
To describe a cartoon is like telling the  
plot of a story, and anyway the amu-  
sing pup on his "navy" chain, standing  
beside the dog-house labelled "Army  
and Navy Kennels", to which is  
attached the notice—"U. S. Army gone  
to get Villa. Back Soon," will un-  
doubtedly be reproduced in papers all  
over the country.

Among the last week's collection of  
new Associates of Poor Richard, are  
Edward Bok, Samuel W. Meek of the  
Press, W. B. Winstock of the Evening  
Bulletin, John A. Cleary of the Public  
Ledger, Grant Wright, publisher and  
editor of the Eastern Dealer, Albert  
E. Story, of Sporting Life Publishing  
Company, John Gribbel, president of  
the Union League, W. H. Brown, Alan  
H. Reed, Philip S. Collins, Edward A.  
Muschamp and Myron E. Douglas of  
the Curtis Publishing Company, Joseph  
H. Hall of the Inquirer, and William  
L. Clayton, editor of the Jenkintown  
Times-Chronicle. There was also re-  
corded Miss Jane J. Martin, advertis-  
ing manager of the Sperry and Hut-  
chinson Co. of New York.

Charles H. MacKintosh, of Duluth,  
Minn., president of the Association of  
House Organ Editors, writes that there  
will be over 100 editors of the house  
organs at the June convention.

William B. Tracy, of the Poor Rich-  
ards, spoke on the Convention to the  
Motor Truck Association at the Hotel  
Adelphi last week.

Harry C. Kahn, of the Poor Richard  
Club, has gone on a two-months' swing  
around the circle. He will visit New  
Orleans, Houston, El Paso, Los An-  
geles, San Francisco, Denver, Salt Lake  
City, and Chicago, and will meet the  
chairmen of the "On-to-Philadelphia"

committees of the ad clubs in those  
cities and whoop up the June A. A. C.  
W. Convention.

K. H. Rohrbaugh and Thomas J.  
Mulvey, Poor Richardites, spoke at the  
monthly meeting of the Quaker City Ad  
Club at the Hotel Walton last Thurs-  
day, on the one and only subject—the  
coming Convention.

**TEXAS.**—Roy C. Carter, formerly  
night editor of the Galveston  
News, but more recently a mem-  
ber of the staff of the Associated Press  
at Dallas, has resigned and will enter  
the law office of his father in Tennes-  
see.

Karl K. Bettis who recently resigned  
as sporting editor of the Dallas Morn-  
ing News, is now a reporter for the  
Fort Worth Star-Telegram.

Clarence Dubose, staff correspondent  
for the Dallas-Galveston News, has  
gone to the border to write feature  
stuff on the punitive expedition into  
Mexico.

E. J. Hardy, until recently a member  
of the advertising staff of the Dallas  
News, has resigned.

George Waverley Briggs, editor of the  
Galveston News, was chief speaker at  
a prosperity dinner given at Beaumont,  
Texas. Mr. Briggs spoke on "Fulfil-  
ment of Civic Duty."

**CANADA.**—Peter Johnston, editor of  
the Toronto Sunday World, has  
resigned and will probably go back on  
the stage.

Percy Armstrong, formerly manag-  
ing editor of the Saskatoon Daily Star,  
has been gazetted a lieutenant in the  
Ninety-sixth Highlanders.

C. F. Hamlyn, city editor of the  
Woodstock Sentinel-Review, has joined  
the 168th Battalion, and is taking an  
officer's course at London.

Guy J. Smith, for many years on the  
staff of the Chatham News, has trans-  
ferred his services to the Planet in  
the same city.

Theo. B. Allen, formerly of the Port  
Arthur Chronicle, has, following the  
amalgamation of that paper with the  
News, gone over to the Fort William  
Times-Journal.

J. V. Eberts, sporting editor of the  
Fort William Times-Journal, has joined  
the military and is now studying for  
a commission.

Hal B. Donly, publisher of the Sim-  
coe Reformer, has been made an hon-  
orary lieutenant-colonel as a recogni-  
tion of his work on behalf of recruit-  
ing. Col. Donly is one of the best-  
known newspapermen in Canada, being  
an ex-president of the Canadian Press  
Association.

The new editor and manager of the  
Yarmouth, (N. S.) Times, is Williard F.  
Kempton. This paper was recently sold  
by its former proprietor, J. D. Rolston,  
to a local company of capitalists.

J. L. Stewart, M.P.P., editor of the  
Chatham (N. B.) World, is reported to  
be recovering nicely from the operation  
on his eyes which he underwent in a  
Montreal hospital recently.

Irving E. Robertson, son of J. Ross  
Robertson, proprietor of the Toronto  
Telegram, and recently Parliamentary  
correspondent for that paper, has been  
granted a commission as lieutenant in  
the 170th Battalion.

Omar Chaput, who has been publish-  
ing a French-Canadian weekly called  
Le Temps, in Ottawa, has discontinued  
its publication, and joined the staff of  
the Ottawa Journal. He is a bright  
young newspaperman, who was form-  
erly on the staff of La Presse, Mon-  
treal.

W. Breen, of the sporting staff of the  
Toronto Telegram, has joined the  
Sportsmen's Battalion, to which several  
other sporting writers have already  
been attached.

Alf Volckmar, a Norwegian, who  
edited a paper called the Canadian  
Scandinavian, in Vancouver, B. C., and  
contributed to the other Vancouver  
papers, has left for Christiania, where  
he will join the staff of the Dagbladet.

### NEWSPAPERS HIGH IN BRUSSELS

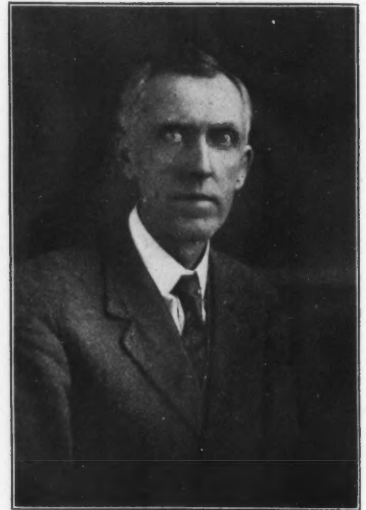
Despite German Penalties, London and  
Paris Papers Sell Freely to the Rich.

According to a recent cable dispatch  
to the New York Sun, the chief luxury  
of life in Brussels is the purchase of  
London and Paris newspapers, which  
can be had easily if one will pay the  
exorbitant price demanded.

The Times, of London, is worth 32  
francs (\$6.40), the Temps, of Paris, 22  
(\$4.40), the Matin, of Paris, 20 (\$4),  
and the other French paper 18 (\$3.60).  
The penalty for being caught with one  
of these papers is not severe, and is  
usually not enforced against persons of  
good standing, but the penalty for the  
agency which distributes the papers  
would be severe. The German officials  
have had no success in running down  
the distributors, so it is thought that  
perhaps German soldiers have their  
hand in it, for the profits on, say, 200  
copies of the Times each day are con-  
siderable.

### How Elmer E. Taylor Succeeded

Elmer E. Taylor, owner and editor of  
the Traer (Iowa) Star-Clipper, has  
made a noteworthy success as publisher  
of a country weekly by the applica-



ELMER E. TAYLOR.

tion of brains and energy. He over-  
came strenuous competition, absorbed  
the publication of his rival—no less a  
man than James Wilson, former Sec-  
retary of Agriculture, who holds the  
record for tenure of office in the National  
Cabinet—and to-day has 3,600 paid-  
up subscribers on his books. And the  
town where he lives and works con-  
tains less than 1,500 people. He might  
have managed a big city daily and be-  
come a conspicuous figure in the pub-  
lishing world if he had only been physi-  
cally robust.

### WEDDING BELLS

Eric Stichenoth, advertising expert,  
and Miss Bertha Gantvoort, daughter of  
President Gantvoort, of the College of  
Music, Cincinnati, O., were married at  
St. Paul's Pro-Cathedral March 9. The  
bride is a talented pianist; the groom  
was formerly an artist on a Cincinnati  
newspaper.

Miss Lottie Shreve and Edward C.  
Kelly were married March 10, at the  
home of W. F. Gilchrist, Greensburg,  
Ind. The bride has been for the past  
two years society editor of the Greens-  
burg Evening Times. The groom is a  
prosperous farmer of Spring Hill.

John O'Donnell, editor of the Union-  
town (Pa.) News-Standard, and Miss  
Jennie B. Sloan were married recently  
in New York city.

Lieut. G. G. Rooker, of the Ninety-  
fourth Battalion, C. E. F., formerly ad-  
vertising manager of the Fort William  
Times-Journal, and before that Western  
advertising representative of the Toron-  
to (Can.) Globe, was married, March 7,  
to Miss Gladys Boyes, one of Fort Wil-  
liam's most popular young ladies.



## WHAT LIVE ADVERTISING CLUBS ARE DOING

Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

The Des Moines, Iowa, Ad Men's Club has rented the Orpheum Theatre, that city, for the night of April 3, when a special performance will be given to help raise the \$2,000 necessary to send the Ad Men's Glee Club to Philadelphia to the International Convention of the Ad Clubs of the World. The ten soloists of the organization will sing in the Philadelphia churches the first Sunday and the Club will sing en masse at all open meetings of the Convention.

The Rochester, N. Y., Ad Club held its second annual ladies' night last evening. Dinner was served at 6:30 o'clock, after which the usual Ad Club stunts were given, and a musical programme was rendered by an orchestra, which also played for dancing at the conclusion of the dinner. The committee of arrangements comprised Mr. and Mrs. Avery B. Davis, chairmen; Mr. and Mrs. William H. Campbell, vice-chairmen; Mr. and Mrs. James E. Field, Mr. and Mrs. George Dietrich, Mr. and Mrs. A. P. H. Warren, Mr. and Mrs. Lloyd B. Ball, and Mr. and Mrs. Joseph R. Wilson.

A Better Business Bureau "to promote integrity and create confidence in advertising, selling, and all other phases of business and do all lawful things which may help attain such objects," has been organized at Indianapolis, Ind., under the auspices of the Advertisers' Club. The directors of the bureau are: Frederic M. Ayres, Gustav Recker, Franklin Vonnegut, George H. Oilar, Raymond D. Brown, Carl Hunt, Roy M. Ross, Ernest Cohn, and Mansur B. Oakes.

The Lewiston (Me.) Ad Men's Club held a banquet last Thursday evening at the Lewiston Hotel. More than 100 members of the Club and their friends, including a party of 52 members of the Portland (Me.) Ad Men's Club, were present.

Willis W. Abbott, president of the Lewiston Club, presided, and Ira A. May, jr., was toastmaster. The visitors were welcomed by Mayor L. J. Brann, and Percy Ackerman, of Portland, responded.

The speakers were Arthur G. Staples, of Auburn; Holman Day, of Portland; President Langley, of the Lewiston Chamber of Commerce; Major James M. Palmer, and Henry A. Free, of Lewiston; Frank M. Low, H. W. Allen, and E. H. McDonald, of Portland.

Music was provided by an orchestra, and songs were rendered by Fred A. Clough, of Lewiston. Several vaudeville acts also were furnished by the Lewiston theatres.

The Minden Ad Club, recently organized at Minden, Neb., has elected the following officers for the ensuing year: John M. Markussen, president; George W. Brainard, vice-president; Edward Schumann, secretary.

The object of the Club is understood to be for the betterment of civic conditions, increased spirit of cooperation among the merchants, and between them and the farmers. The Club favors the idea of making Minden the farmers' town, and has adopted the slogan, "Make Our Town Your Town."

J. F. Potts, president, and Frank L. Yale, secretary of the Commercial Club, of Joplin, Mo., have written to the headquarters of the Associated Advertising Clubs of the World in Indianapolis, Ind., for the necessary papers and blanks for the organization of an Advertising Club in Joplin.

An Ad Club, consisting of advertising buyers, sellers, and writers has been organized in Clinton, Iowa, and

will probably affiliate with the State and national bodies, and also with the Clinton Commercial Club. W. T. Betting, of the Town Criers' Club of St. Paul, Minn., organized the Clinton Club. H. H. Hobart, of Curtis Brothers, was elected president.

A one-act satire on Atlanta politics will constitute the *pièce de résistance* of the minstrel show to be given by the Ad Men's Club of Atlanta, Ga., at the Grand Opera House in that city, early next month.

Among the prominent "blackface" artists who will contribute of their talent to the show are Julian V. Boehm, president of the Club; W. S. Wardlaw, A. Kantor, Joseph H. Atchison, T. R. Gentry, W. V. Kriegshaber, Fred J. Paxon, Lindsey Hopkins, and P. C. McDuffie.

The show is to be given for the purpose of raising funds for advertising Atlanta and Georgia in Philadelphia on the occasion of the International Convention of the Associated Advertising Clubs of the World, in June.

Thirty-two members have signified their intention of enrolling for the fourteen-weeks' course in the sales department recently organized by the Advertisers' Club of Cincinnati, O. Millard W. Mack was selected as chairman of the departmental; Russel Solomon, vice-chairman, and Clarence Payne, secretary. The classes will be conducted by Thomas P. Scully.

The Advertising Club of Baltimore has a quartet organized by John C. Hill, chairman of the music section of the "On-to-Philadelphia" Committee. It is composed of John C. Hill, Felix McNally, R. M. Van Sant, and Jos. C. Miller.

### Advertising Club Nominees

The following nominations for officers and directors for 1916-1917, have been made by the Advertising Club, of New York city: Harry Tipper, Texas Company, president; O. C. Harn, National Lead Company, vice-president and chairman of the membership committee; Lewellyn Pratt, treasurer; Herman Daych, secretary. Those chosen for the board of directors are: F. H. Little, George Batten Company; G. B. Sharpe, De Laval Separator Company; M. C. Rohbins, Iron Age; George W. Hopkins, American Chiclé Company; David D. Lee, Flatiron Building; Don M. Parker, St. Nicholas Magazine; Joseph H. Appel, John Wanamaker Company.

### Advertising Men's Glee Club

Sixteen members were enrolled for the Glee Club Division of the Advertising Club, of New York, at its first meeting last Saturday. They are: Thomas A. Barrett, J. D. Bedell, O. C. Harn, William H. Hogg, Will C. Izor, Ward E. Jewett, O. S. Kimberley, J. H. Livingston, P. S. Marcellus, Lewis C. Paine, A. R. Scharton, A. H. Stilwell, A. M. Stockman, A. H. Van Duser, Ceell W. Wilson, and Franklin L. Wood.

### Fort Worth's Convention

FORT WORTH, Tex., March 20.—Final plans for the first Business Men's Convention ever held in Fort Worth, which will meet here April 19-20, were discussed at the meeting of the Fort Worth Ad Club last week. The discussion was led by H. C. Burke, jr., chairman of the convention committee. Frank Stockdale, of New York, lecturer for the Associated Ad Clubs of America, will be the chief speaker, and addresses will be made by leading newspaper men and business men from all parts of the State.

## NEW AGENCY AT ASBURY PARK

Rosevear-Ely Company to Handle Resort and General Advertising in the East.

The Rosevear-Ely Company, advertising agents, specializing in resort and hotel advertising, has been incorporated at Asbury Park, N. J., with a capital stock of \$20,000.

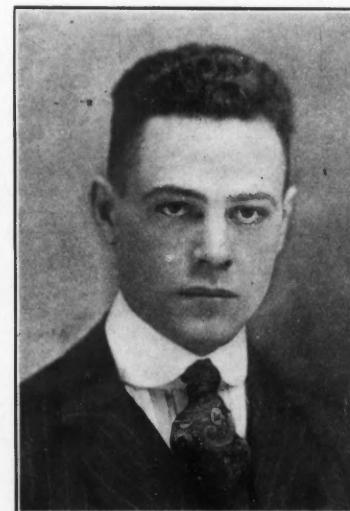
The new agency has already secured considerable business. It is carrying on a two months' newspaper campaign for



G. W. ROSEVEAR.

the city of Asbury Park in New York, Brooklyn, Newark, Jersey City, Philadelphia, Baltimore, Washington, and Pittsburgh. The agency is also handling campaigns for Bradley Beach and Lakewood. In May and June it will put out advertising for the Borough of Seaside Park, N. J., and the Barnegat Boards of Trade, which comprise Island Heights, Toms River, Seaside Heights, and Seaside Park.

G. White Rosevear, the president of the new company, was, years ago, on



THOMAS C. ELY.

the Commercial Advertiser, New York, under J. S. Seymour, the business manager. For the past fourteen years he has handled an average of 170 resort accounts each year.

Thomas C. Ely, the secretary and treasurer, has been engaged in business in New York for several years. He has personality, push, and enthusiasm, and is a producer of good advertising copy.

The Houston Post is running a page of small ads, each bearing the truth emblem of the Associated Advertising Clubs of the World as the guarantee of the Houston Ad Club.

## Editors Who Know



JOSEPH GARRETSON  
Cincinnati Times-Star.

Bain Service Motto is "Illustrate To-day's News To-day." Try it.  
**BAIN NEWS SERVICE**  
32 Union Square, E. N. Y. City

The George Grantham Bain Service occupies the same relation to newspapers, in an illustrated way, that the Associated Press does in a news sense. I regard the service as invaluable.

## Sketches From Life

furnished in Mat Form, either 2-column or 3-column size. Lends "Tone" and "Individuality" to a newspaper. The advertisers are much pleased with a feature of this kind.

Write for late proofs and quotations.

**WORLD COLOR PRINTING COMPANY,**

R. S. Grable, Mgr.

Established 1900 St. Louis, Mo.

## Topeka Daily Capital

Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

**32,430**

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper  
Publisher,  
TOPEKA, KANS.

## R. J. BIDWELL CO.

Pacific Coast Representative of

## DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

## EDITORIAL ASSOCIATIONS AND PRESS CLUBS

### Varied Activities of Journalistic Organizations in the United States and Canada that Are Worth Knowing.

#### TEXAS PRESS ASSOCIATION

##### Good Programme Promised for Annual Convention in El Paso, June 6-8.

RICHARDSON, Texas, March 21.—Sam P. Harben, editor of the Richardson Echo, and secretary of the Texas Press Association, announces that preparations are well in hand for the annual convention which is to be held in El Paso June 6, 7 and 8. An exceptionally interesting programme has been arranged by the programme committee, most of those to whom parts have been assigned having expressed their intention to be present and their willingness to speak.

Among the topics to be discussed are:

"Systematic Handling of News"—C. B. Gillespie, Chronicle, Houston; A. H. Luker, Messenger, Grapeland; John E. Cooke, Reporter, Rockdale.

"Little Economies I Have Effected in My Print Shop"—T. B. Lusk, News-Herald, Italy; W. L. Loring, Polk County Enterprise, Livingston; C. C. Cox, Sun, Wolfe City; John Grundy, Herald, Byers; D. W. Campbell, Mirror, Hillsboro.

"Characteristics of the Texas Press"—Joe J. Taylor, News, Dallas.

"Propaganda and Booster Politics: What's Your Limit of Free Service?"—G. W. Faulkner, News, Santa Anna; James C. White, Bulletin, Brownwood; G. L. Carnes, East Texas Register, Carthage; C. W. Taylor, News, Rogers; Ben F. Smith, Beacon, Lockney.

"The Effect of Ready Prints on Foreign Advertising"—J. M. Adams, News, Plainview; W. W. Leveart, Signal, Gainesville; L. H. Bridges, Signal, Luling; W. A. Smith, News, San Saba.

"How Much Plant Equipment Does My Business Justify?"—Ed L. Manson, Mirror, McGregor; Sam M. Braswell, Express, Venus; W. J. Bulle, Railway News, El Paso; J. E. H. Rally, Herald, Weatherford; A. W. Sledge, Banner-Leader, Ballinger.

"Legal Advertising Possibilities"—Earl W. Hodges, Secretary of State of Arkansas, Little Rock.

"Briefs of Texas Law Affecting the Newspapers and Legal Publications"—G. E. Walford, News, Lufkin; C. E. Gilmore, Life Member, Willis Point; E. G. Senter, attorney, Dallas.

"Advertising Agencies and Newspapers"—W. E. D'Arcy, president D'Arcy Advertising Agency, St. Louis, Mo.

"How to Get the Most Out of Country Correspondence"—R. J. Edwards, Record and Chronicle, Denton; Sam C. Holloway, Times, Deport; George A. T. Neu, Banner, Brenham; J. G. Smith, Courier, Elgin; G. Clarence Smith, News, Clarksville.

"The Most Effective Ways of Maintaining a Subscription List"—C. L. Phillips, News, Milford; Cyrus Coleman, Independent, Henrietta; S. W. Adams, Wheel, Ferris; E. M. Hulbert, Herald, Lancaster.

"Newspapers and Corporations"—C. H. Abbott, publicity agent, Southwestern Telephone and Telegraph Company, Dallas.

"What I do to Develop Advertising"—R. K. Phillips, Democrat, Weatherford; M. S. Sellers, Sentinel, Brady; R. C. Mecklin, Record, Kingsville; H. C. May, Graphic, Leonard; R. W. Barry, Bee, Beville; D. B. Coates, Chronicle, Kilgore.

#### BRYAN ON NEWSPAPER IDEALS

##### Tells Dallas (Tex.) Club that No Deceitful Methods Should Be Employed.

DALLAS, TEX., March 24.—William Jennings Bryan, who was made an honorary life member of the Newspaper Club of Dallas, during a visit to this city last year, was the club's guest at a reception here this week during the convention of the Texas Anti-Saloon League.

Mr. Bryan delivered a short address at the club, in which he said that since his retirement from politics he claimed the newspaper field as his profession. He discussed the higher ideals and scope of labor of newspaper men,

saying that some newspapers are prone to editorialize in their news columns, a practice that should not be pursued. He cited the fact that in large cities he had observed that candidates who had not the backing of a single paper, but the confidence of the people had triumphed in elections.

No newspaper, or newspaper man, should resort to methods calculated to deceive the public, he said, and that such papers as do are bound to lose the respect and confidence of the people who read them.

#### PRESS ASSOCIATION NOTES

The Louisiana Press Association will hold its annual State Convention in Baton Rouge May 1, 2, and 3. According to reports this convention will be one of the most successful in the history of the Association. The railroads of Louisiana have agreed to furnish tickets to the members of the Association at the regular advertising rates.

Every phase of the newspaper business, including the advertising, the circulation, and the handling of news, will be discussed by recognized authorities in their respective lines at the thirty-seventh annual meeting of the Texas Press Association, at El Paso, June 6, 7, and 8.

The committeemen for the different counties are: F. A. Scheringer, Nuckolls; Henry Vaughner, Webster; L. O. Matthews, Franklin; F. P. Shields, Harlan; W. H. Cox, Furnas; C. W. Barnes, Red Willow; O. W. Dewald, Hitchcock; E. J. Fitzgerald, Dundy; M. H. Prall, Chase; L. W. Enyart, Hayes.

Editors along the Susquehanna Valley in New York State are moving for the organization of an association to be known as the Susquehanna Valley Newspaper Union. The organization will be for mutual improvement, will probably hold its sessions in Sidney, and will control about twenty-five newspapers located along the Delaware & Hudson Railroad, from Harpersville to Cooperstown and Worcester.

At its semi-annual meeting in Trenton, Neb., recently, the Republican Valley Editorial Association elected the following officers for the ensuing year: W. D. Edson, Red Cloud, president; F. E. Holmes, Holbrook, vice-president; Karl Spence, Franklin, secretary and treasurer. Red Cloud was selected as the place for holding the fall meeting of the Association. Addresses were made by A. L. Taylor, of Trenton; J. H. Hammond, of Cambridge; Mr. Spence and Clark Perkins, vice-president of the Nebraska State Editorial Association.

In the evening a banquet was served by the Daughters of Rebekeh. The speakers were Judge A. L. Sutton, Silas R. Barton, F. P. Shields, T. E. Nordgren, G. S. Foxworthy, and F. A. Harrison.

J. K. Burnett, president of the Pittsburgh Press Club, is proud of the fact that for the first time in its history the organization is free of debt. It is housed in its own home, and since buying this parcel of realty has been offered a handsome advance over the purchase price. The members have decided that they wish a publisher to act as president, as no publisher of the city has held this office since the days of the late Senator Christopher L. Magee, then owner of the Times. At the annual meeting in May a new constitution will be adopted, and probably a well-known Pittsburgh publisher will be made president.

The Pittsburgh Press Club is arranging a dinner, to be held early in April, in honor of Arthur Thompson, third vice-president of the Baltimore & Ohio Railroad, who is a favorite with the Press boys in the Smoky City and a native of the vicinity.

BOSTON, March 22.—The supper and entertainment in the Boston Press Club Sunday was a big success.

The entertainment consisted of lightning calculations by Albert A. Gamble; songs by the Irvin Berlin Singers, with James McHugh at the piano; and stories by H. Lyman Armes, secretary of the club. Mr. Gamble was recently pronounced by Prof. Münsterberg, of Harvard, to be the mathematical wonder of the age. The entertainment was presided over by the Club's president, Roy Atkinson. It is planned to have a supper and entertainment every Sunday evening.

PLAINVIEW, TEX., March 20.—J. M. Adams, editor of the Plainview News and president of the Texas Panhandle Press Association, has called the annual convention of this Association to meet in Amarillo, April 20, 21, and 22. An interesting programme has been prepared. The northwest Texas editors will attend in a body the dedicatory ceremonies at the new West Texas State Normal College at Canyon, near Amarillo.

#### Two Dallas Editors Spoke.

DALLAS, TEX., March 21.—At the Sphinx Club meet last week Talbot O. Bateman, Sunday editor of the Dallas Morning News, discussed the progress in the mechanical development of newspaper work during the last twenty years, especially in the engraving department. He explained in detail the making of cartoons and the various kinds of cuts used in newspapers and also color press-work. Harry C. Withers, city editor of the Evening Journal, spoke on the "Ethics of Journalism." Mr. Withers gave much information for men who are just entering journalism, bringing out particularly the aims and duties of reporters.

#### Makes a Newspaper in His Cell

John B. Youdiles, seventeen years old, who was sent to the State Reformatory at Hutchinson, Kan., last July, for burglary, spends all his time in his cell in making a newspaper, which he calls the Independent Weekly. Faultlessly correct in every detail—with the heading, date-line, and the regular make-up of a four-page, six-column newspaper, it comes out on Saturday, and represents a whole week of labor for Youdiles, for the paper is printed in lead pencil. There is only one copy, and that usually goes to the superintendent of the reformatory. There is humor in its columns, and it has cartoons showing some little talent. The ads concern the reformatory activities and shops.

#### Press Stirred Horseshoe Pitchers

CLEVELAND, O., March 20.—As an aftermath of the great horseshoe pitching tournament last fall, held under the direction of the Cleveland Press, and in which contests were held in several Ohio cities, an organized league is being promoted by enthusiasts of the game. Hundreds of horseshoe pitchers want a permanent league, with annual tournaments. Personal attention to the formation of such a league may be given by Ross Tenney, sporting editor of the Cleveland Press.

#### Prays for All Reporters

In the Capitol at Albany, N. Y., a few days ago, evidently believing that divine aid should be invoked so that the legislative correspondents might truthfully report the proceedings of the Legislature. Rev. O. B. Coit, of Good Ground, L. I., who opened prayer in the Senate, asked a blessing for the reporters in this fashion: "Grant Thou to bless the reporters who are here, that wisdom may be given unto them, and to be with all who have anything to do with the work here to-day."

Lord Northcliffe's London (Eng.) Evening News is now running Geo. A. McManus's cartoons, "The Newlyweds." This service is supplied by International News Association.

#### CITY HALL REPORTERS' FROLIC

##### Their Association Has Gay Time at Annual Dinner at Hotel Astor.

The City Hall Reporters' Association of New York held its annual dinner last Saturday night at the Hotel Astor, on board the good ship \$\$ Budget, which had been built specially for the occasion, in the ballroom of the hotel.

The ship's officers and crew, represented by the City Hall reporters, were suitably attired. The guests who embarked on "a cruise to bring about peace between the State and City Administrations" were warned, as they passed up the gangplank to the dining hall, that a state of war existed and that the voyage might be perilous. President Charles G. Hamblidge, of the Association, captained the ship on a raised platform representing the bridge.

Mayor Mitchell was the guest of honor, and many members of his official family were present also.

The fun, consisting of more or less political gibes and flings and much singing of new-made topical songs, was fast and uproarious, and continued until the captain announced that a Tammany raider had captured the Budget and put a prize crew aboard to send her back to New York. Secretary Tom Smith, as Admiral von Tirpitz Schmitt, ousted Capt. Hamblidge from the bridge and ordered the craft to turn about.

Among those who survived the voyage were City Chamberlain Henry Bruere, George Gordon Battle, Arthur Brisbane, John H. Campbell, Aldermen Henry H. Curran and Frank L. Dowling, Bainbridge Colby, Street Cleaning Commissioner John T. Fetherston, Public Service Commissioners Henry W. Hodge, William Hayward, Charles S. Hervey, and Travis H. Whitney, Joseph Haag, former Fire Commissioner Joseph Johnson, County Chairman Samuel S. Koenig, State Chairman Frederick C. Tanner, Bridge Commissioner F. J. H. Kraeck, Corrections Commissioner Burdette G. Lewis, Collector Dudley Field Malone, William B. Masterson, Herman A. Metz, William A. Orr, Theodore Rousseau, and others.

#### Robert Hoe with R. Hoe & Co.

At a special meeting of Robert Hoe & Co., held yesterday afternoon in New York, Robert Hoe, eldest son of the late Robert Hoe, was elected a director of the company. The by-laws were amended increasing the number of directors from seven to eight. The affairs of the company are now in the hands of the Hoe family, the only outside director being F. W. H. Crane, the president and general manager. Those present at the meeting besides Mr. Crane were Samuel W. Evans, Robert D. Sterling, Arthur I. Hoe, Mrs. Lydia O. Slade, and Mrs. Laura Carter. Montgomery Flagg, the seventh member of the board, was absent, as was also Robert Hoe.

#### Wins Suit Against Sun

In the King's Bench Division, London (Eng.), Frederick Grundy, former London correspondent of the New York Sun, sued the latter's proprietors for damages for alleged wrongful dismissal. He was discharged with a month's salary after nineteen years' service. The court decided that Mr. Grundy was entitled to twelve months' notice.

#### Carranza Censors Messages

The Mexican Government has imposed censorship on all telegraph and cable messages from the United States into Mexico. The only land messages which the Mexican Government will receive must be routed through El Paso and be written in English or Spanish. The cable censorship, imposed in the revolution and subsequently discontinued, has been reimposed, and these messages must be in English or Spanish.

The Newspaper Press Fund, of London, disbursed last year \$28,248.





LIVE TOPICS DISCUSSED BY OUR READERS

*Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.*

A Correction by Mr. Brand

CHICAGO, Ill., March 17, 1916.

THE EDITOR AND PUBLISHER:  
In your issue of March 11 you have kindly printed the interview with me. I congratulate you upon the accuracy and the fairness with which you have presented my views. There is, however, one error in the printed interview which I trust you will correct in your next issue. Your paper states that Mr. Paul F. Mueller is the editor of the Abendpost, Mr. Brand's evening paper. The fact is that Paul F. Mueller is the editor-in-chief and the principal owner of the Abendpost, and the further fact is that the Abendpost is not owned, controlled, or influenced by me; nor is it my evening paper. The Abendpost is an independent newspaper printed by the Abendpost Company, in which I have no stock. The name of my evening paper is Chicagoer Presse. The name of my morning paper is Illinois Staats Zeitung. The name of my Sunday paper is Illinois Staats Zeitung. The name of my weekly is Der Landwirt, a farm paper, and the name of my monthly magazine is Dahelm. These five papers constitute "the Great German Quintet."

Very truly yours,  
H. L. BRAND,  
President Illinois Publishing Co.

Authors and Publishers

Jersey City, N. J., March 21.

THE EDITOR AND PUBLISHER:  
When an author places a manuscript with a publisher, what is to prevent the publisher's denying nine-tenths of the book's circulation and giving the author only one-tenth of the royalty due?

Does the author have to be subject to the charity of the publisher, or are there business-like safeguards?

Believing that a complete reply will interest every one of your readers, and thanking you for your attention, I am,  
Very truly yours,  
J. G. HARDING.

[No author need fear to deal with any reputable publisher. Should a dishonest publisher make false statements concerning sales and royalties the author could sue for violation of contract. The charity element does not enter the publishing business and the contract should provide mutual safeguards.]

Other Pure Food Shows

THE EDITOR AND PUBLISHER:  
I note your article on the Pure Food Show held by the Philadelphia Press, in your issue of March 18, which reads: "It is claimed that this is the first time that a newspaper has managed a special convention of pure foods with demonstrations and lectures by dietetic authorities, cooking lessons by an expert, etc."

It gives me a great deal of pleasure to hear of the success of the Pure Food Show conducted under the auspices of the Philadelphia Press.

but it is not the first by any means. The writer of this letter conducted a Pure Food Show along the same lines for the Evening News, of Detroit, in 1896 and 1897. We had cooking lessons every day, gave away prizes, and went through the plan of taking orders for the products displayed and demonstrated, which we turned over to the retailer for delivery to the homes.

The leading feature of these two Food Shows which the writer originated and managed was that they were conducted under the auspices of the Detroit News for the benefit of local charities. We gave 50 per cent. of the gate receipts to a different charity each day for twenty-one days, so that you see that, in addition to the co-operation given to manufacturers, we had the people who managed the different local charities vying with each other to make their day the biggest in attendance. Therefore the paper had the satisfaction of materially benefiting all of the Detroit charities, as well as materially increasing Pure Food advertising and creating a lot of new business. I give you this last suggestion because it might be to the advantage of other publications to conduct a pure food show under the same auspices.

JOHN W. HUNTER.

New York, March 20.

What Texas Really Wants

Richardson, Texas, March 6th, 1916.

THE EDITOR AND PUBLISHER:  
The attached clipping from your issue of February 19th, has been called to my attention and I wish to enter a protest against such "junk" as this appearing as coming from the Dallas County Press Association.

First, the resolution passed by this Association was one calling to Mr. Burleson's attention what we considered would be the result of changing rural routes now starting out of smaller towns, such as Richardson, and each covering from 25 to 35 miles, to what the post-office department determined, motor routes, which would run out of Dallas, only passing through the smaller towns, forcing the rural patrons who have rural telephone connection and do their shopping in these towns, to have their mail changed to come out of Dallas.

Besides the inconvenience of all this, there would be the fact starting patrons in the face that a man who has to cover a route of from 50 to 60 miles could not give the service a man could who covers a shorter route. Then, there would be the item of—my paper as an example, the Richardson Echo, having to go down to Dallas and lay over a night, sometimes a day, in order to be delivered to my farmer patrons. Your heading, "Pin their Faith to the Mule-Card," is a very obnoxious one in this instance, and I would appreciate very much your making this correction and giving me the name of your informant.

Dallas County now has 27 routes starting from the smaller towns of the county, and each of these routes is covered in good weather with automobiles; sixty-five per cent. of the routes of Dallas County are plied roads, and nine months in the year automobile service is maintained on all routes. The fact that we protested having the routes taken from our smaller towns and run as motor chsn routes out of the city of Dallas, does not indicate by any means that we are opposed to motor routes in favor of "mule cart routes."

Thanking you to give this correction the same prominence that you did your other statement and give me the other information asked for, I am,

SAM. P. HARBEN,  
Secretary,  
Dallas County Press Ass'n.

Unfair Tactics in Journalism

New York, March 22.

THE EDITOR AND PUBLISHER:  
Probably the most glaring instance of unfair tactics in journalism to which the reading public has been treated in some time was the story recently printed in two New York morning papers concerning the alleged irregularities of an acting deputy customs collector in granting free entry to the dutiable goods of a wealthy society woman.

The story was obtained exclusively by two papers. One of them, whose erstwhile fame as a conservative publication has been supplanted by a reputation for censorship of its advertisements, played up the near "beat" on its front page under the three-line caption: "Malone Agent Aided Woman; Faces Inquiry." The other, a sheet notable partly for its pugilistic Pepps, gave its account the less colorful heading: "Malone Aid Accused in Customs Case."

Now, it was purely by typographical chance that cursory notice of the former headline left the first impression—or, is it the final impression for those who "look at the headlines" only?—that "Malone . . . Faces Inquiry."

But why should the Collector's name figure foremost in a headline imputing a criminal offense to one of his hundreds of subordinates—me, in this case, out of 117 clerks of similar rank? Why this veiled "dig" at Malone when, in the course of a column and a half of type there was only passing reference to his selection (with no confirmation of that selection), of the accused deputy as a "personal representative"?

Was it because this newspaper is of a political persuasion that counts Malone's as heretical? Was it because this newspaper, with its well-known phantom dictaphone in the Custom House, wanted to make a journalistic Roman holiday of its almost exclusive "expose" by tying a prominent name to the chariot wheels of its press room? Was it merely because this newspaper stooped to the old trick of sensationalism designed insidiously to shroud a man's reputation with a tenuous, but tenacious stigma while its authors craftily skirt the bounds of libel? . . . Or was it for all three reasons combined?

As a newspaper man interested in the development of higher ethical standards in journalism I consulted the files to see how the other five morning papers "followed up" on this story. One ignored it. The others treated it with comparative brevity under these captions: "Investigate Customs Man" (eighteen lines); "Customs Official Denies Irregularities in P—Case" (half column); "Woman Deceived, Says Malone's Aid" (six paragraphs); and "Mrs. P— Says Customs Inquiry Is Great Mistake" (twelve paragraphs).

The last is the World's. What supervision, if any, was exercised over this story by The World's Bureau of Accuracy and Fair Play, I do not know. But it was a laudable policy which dictated the sub-head: "Sees No Reason, She Asserts, for Trying Case in Newspapers and Refuses to Discuss It Further."

This was an admission of the lack of facts, yes; but how much better that than the determined attempt at trial by newspaper apparent in the "Woman-Agent-Aided-Malone" story. Here was an avowal of pat accusation prematurely published while an official investigation was under way, and before any conclusion that might be construed as a matter of court record had been reached. Suppose the incomplete inquiry proves the deputy guilty; will the forcefulness of the English language have so deteriorated by that time that he cannot be justly condemned? Suppose, on the other hand, his probity is vindicated; will a newspaper's retraction of a day serve to reinvest him with the good name invaluable to a public servant which he built up through thirty years in the Government's employ? It may—in this day of miracles.

The paper of the pugilist's diary, I observed, scurried for cover in its second story with a twelve-line paragraph obscurely headed: "S— (the accused) Denies Aid of Customs Evasion." Graceful, that, as compared with the conduct of the paper sharing the "beat," which permitted the challenged deputy not even a timid denial in its minor headlines; although he was given a chance to explain under a Dogean catechising—at the tail of the column and a half, inside page, lower corner.

And this is the paper whose founder was a model of journalistic honesty and fairness in the brave old days of Printing House Square. . . . O tempora! O mores!

Arthur McKeogh.

New York, March 22.

ANSWERS TO CORRESPONDENTS

Will you kindly inform me as to the amount of money subscribed by members of the National Publishers' Association, two years ago, for educational purposes? E. A. M. Hamilton, Md.

If you mean the American Newspaper Publishers' Association you are in error, as that body has not raised money for such a purpose. Members of the Newspaper Departmental at the Convention of the Associated Advertising Clubs of the World at Toronto, in 1914, subscribed \$737.93 for the publication of a report of the proceedings of that body and its distribution. The report was printed in a special issue of THE EDITOR AND PUBLISHER. As the amount collected was \$546.41 and the expense \$669.69, it follows that there was a loss of \$123.28 on the transaction and which, of course, was paid by THE EDITOR AND PUBLISHER.

**I**f you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

Chicago Evening Post  
Indianapolis Star  
Muncie Star  
Terre Haute Star  
Rocky Mountain News  
Denver Times  
Louisville Herald

PROMOTION DEPT.  
SHAFFER GROUP

12 S. Market Street, Chicago

The Evening Star

covers Washington, D.C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

IL PROGRESSO  
ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)  
Daily average net circulation last postoffice statement, 134,286 copies.

Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

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CHAV. CARLO BARSOTTI,  
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The  
PITTSBURG PRESS  
Has the LARGEST  
Daily and Sunday  
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IN PITTSBURG

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PITTSBURG  
THE HOME OF THE  
LEADER

You deal in certainties when you use space in the Leader

Write to W. E. Moffett, Advertising Manager, Pittsburg, or to Verree & Conklin, Brunswick Bldg., N. Y., Steger Bldg., Chicago, for any information desired.

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

Buying Power

THE EVENING TELEGRAPH is read, daily, by practically every bank officer, merchant, manufacturer, and man of affairs, as well as by tens of thousands of intelligent, discriminating, prosperous men and women in all other walks of life in Philadelphia—the most American city in America. One copy of THE EVENING TELEGRAPH reaching a constituency with REAL buying power, is worth five copies of the comic-strip newspapers, which attract thoughtless, sensation-loving readers, possessing little, if any, BUYING POWER.

For over half a century Philadelphia's leading high-class evening newspaper. THREE cents a copy for over a third of a century—now ONE cent.

**MATS & STEREOs**

For National Advertisers

We have exceptional facilities for handling such work, backed by 16 years' experience in the newspaper feature game.

**The INTERNATIONAL SYNDICATE**

Features for Newspapers

Established 1899 BALTIMORE, MD.

**AD ART SERVICE**

For newspaper advertising departments exclusively—and sold only where both newspaper and we believe it will produce a profit.

Proofs on request.

**AD ART SERVICE**

THE NEWSPAPER ADVERTISING MANAGERS' SERVICE

212 Press Bldg. Cleveland, O.

**\$50,000 WORTH OF NEW SUBSCRIBERS**

In two months is what we secured for the Los Angeles Times last year. Total business \$67,970. SECOND campaign is now running.

These A. B. C. papers know our methods are original and productive:

Courier-Journal, Louisville, Ky.....	\$60,000
Deseret News, Salt Lake City.....	\$33,000
Express, San Antonio, first campaign.....	\$50,000
Second campaign.....	\$78,000

We ALWAYS repeat on the same papers. Why? Ask us how to get more circulation.

North-Eastern Circulation Co.

C. B. HOLLISTER, Gen. Mgr., Davenport, Iowa.

Write or wire care Los Angeles Times.

**SPECIFY CLINE-WESTINGHOUSE Motor and Control Equipments FOR WEB PRESSES**

**SPECIAL MOTOR DRIVES for STEREOTYPE MACHINES**

**LINOTYPE MOTOR DRIVES CLINE ELECTRIC MFG. CO.**

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38 Park Row, New York**Newspaper and Printing Plants**

Appraised, inventoried and insurance value guaranteed. Accuracy secured and time saved for sellers and investors. Newspaper Appraisal Assn., 13-15 Fort St., W. Detroit.

**MANHATTAN PHOTO-ENGRAVING CO.**

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251 &amp; 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

**Circulation News, Views, and Observations**

A Regular Department Designed to be Helpful to Circulation Managers Everywhere.

**CLEVER CIRCULATION SCHEME**

Beaumont Journal Uses Newsboys' Contest to Increase Readers.

A clever scheme for using the carrier boys as circulation promoters, and at the same time giving them an opportunity of exercising their business ability, was successfully tried out recently by Fred W. Henck, circulation manager of the Beaumont (Tex.) Daily Journal. The idea employed by Mr. Henck was to supply the carrier boys with letters addressed to the housewives of Beaumont, who were not already subscribers to the Journal, in which the boys explained that they would very much like to have such housewives on their lists of subscribers, as their pay was in proportion to the number of subscribers they had listed.

The boys then explained that beginning with the date of the delivery of the letter they would leave the Journal with the housewives every afternoon of the week and the following Sunday morning, after which they would call and see if they did not wish to become subscribers to the Journal.

In explanation of the scheme the letter said:

The Journal is going to give a one-year membership in the Young Men's Christian Association to the carrier boy who secures the largest number of new subscribers on his route between the hours of 9 A. M. and 3 P. M., next Saturday, March 11, and I am going to try and win. Will you help me? The Journal will pay me for every new subscription I secure, whether I win the membership card or not."

In his presentation of the scheme to the carrier boys, Mr. Henck had posted on the bulletin board of the circulation department, the following:

**JOURNAL CARRIER'S BULLETIN,**

Monday, March 6, 1916.

**AN OPPORTUNITY TO MAKE SOME EXTRA MONEY NEXT SATURDAY.**

The Beaumont Journal carrier who secures the largest number of new subscribers on his route next Saturday, March 11, between the hours of 9 A. M. and 3 P. M. will receive a full membership at the Y. M. C. A.

If the winner is already a member he will receive \$5 in gold.

The Journal will pay 10 CENTS on every subscription secured.

Only subscriptions of white people will count in the award of the Y. M. C. A. membership.

Ask the CIRCULATION MANAGER for any further details.

The total cost of the scheme to the Journal was \$26 for white paper on the samples distributed, \$23.10 paid to the boys—10 cents per order—and \$5 for the boy's membership in the Young Men's Christian Association. We secured 231 new subscribers in six hours' time by 23 carriers, each subscription being for a minimum of one month.

**Shocked Into Buying Papers**

EL PASO, Tex., March 20.—Newsboys at El Paso were quick to see an opportunity to attract attention and to increase their sales to-day. The iron columns and steps in front of the American Bank & Trust Company became charged with electricity as result of a short circuit, while a drizzling rain was falling. The boys stood on the steps and as persons passed on the street they would touch them on the hand. The wet pavement, and the tacks in these persons' shoes, completed the circuit, and the passersby were given a severe electric shock. In most cases the pedestrian, after being thus halted, would buy a paper from the newsie.

**Newsboys Win Essay Prizes**

The prizes in the safety first essay contest of the Newsboys' Association of Detroit, Mich., have been awarded to Leo Mellen, Ben Barack, William Benderoff, Mark Fellman, Herman Appelman, and Jacob Rubin.

**TO RAISE SUBSCRIPTION PRICE**

More Canadian Weeklies Swing Into Line for the \$1.50 Rate.

TORONTO, March 20.—The last of the recent group of county meetings for the consideration of the question of raising subscription rates on weekly papers to \$1.50, was held last week at Welland, Ont. Publishers assembled from the two counties of Lincoln and Welland, and, as at the other conferences, it was unanimously decided to put the new rate into force in the near future. A local organization was formed with H. B. Slidey, Welland Tribune, as president, and J. H. Thompson, Thoroid Post, as secretary.

A second series of meetings for counties still undecided on the question is being arranged for April.

The campaign is also spreading to other parts of Canada. H. B. Anslow, publisher of the Campbellton (N. B.) Graphic, is calling a meeting of the publishers of the northern part of New Brunswick, to discuss the proposition.

**NEWSIE IS EMBRYO CARUSO**

Baltimore Has a Musical Prodigy Who Aspires to Grand Opera.

Baltimore has a newsboy Caruso in embryo. His name is "Reddy" Friedman, otherwise Lewis Friedman. He is fourteen years old, four feet four, and weighs eighty pounds, with a bunch of fiery red hair on his head. He has taken prizes at innumerable singing contests at the various theatres where there are "amateur nights." He wants to sing in grand opera. To this end he hopes to take a course at the Peabody Conservatory. He sang for the newsies at the Billy Sunday meeting in the Hippodrome last Saturday.

"Me?" said "Reddy" when he was asked what he sang, "Oh, I've got about ten songs that I sing: 'Valley of the Moon,' 'When You Wore a Tulp,' 'Eileen,' 'Mother.' I don't know any notes. I never studied any music.

"I was out on the street one time and the boys wanted me to sing. I said I ain't got much of a voice, but they made me sing. I've been singing ever since—mostly outside. No, my father nor my mother don't think much about my singing. Once a man heard me sing at an amateur night at a theatre and he wanted to put me on the stage. My mother and my father said I was too young. Yes; I wanted to go. But—" with a sudden breaking up of his face into smiles—"I would've got lonesome.

"What's my voice? When I ain't got a cold I sing tenor. When I've got a cold I sing soprano. Tenor's higher, you know. I wrap up and try to avoid getting a cold."

**St. Paul Newsboy Is Thrifty**

ST. PAUL, March 20.—The Newsboys' Club of this city is perhaps the most wholesome and beneficial organization of youngsters that the city ever knew. It develops a spirit of thrift, enterprise, and alertness that cannot but be of lasting value to these adolescent business men. One notable illustration of the general character of these boys is afforded by Raymond Spitzer, who in three years has made a business beginning that is the envy of his fellows. In that time, as a carrier boy, he has saved nearly \$500 from his earnings, besides paying his mother \$15 a month for board and clothing himself. Sometimes he has covered four routes at once.

A new paper, the Northern Leader, is soon to be launched at Flagstaff, Ariz., by Craig Pottinger, formerly of Phoenix.

**SOCIAL SERVICE TO NEWSBOYS**

Baltimore Sun's Good Work in Making Self-Respecting and Useful Citizens.

BALTIMORE, March 21.—Incidentally, in addition to its function as a purveyor of news, a great daily newspaper can make itself a means for social service by converting street gamins into self-respecting and useful citizens. This is a work that the Baltimore Sun and the Evening Sun began several years ago, with excellent results, through its Social Service department.

The primary purpose of this department is to teach the boys who sell newspapers to be self-respecting and to command respect from others. Only those who have watched that work from the start can realize how great the improvement has been. The boys are made to feel that they are small merchants, each with a merchant's sense of responsibility. These boys in Baltimore are learning, within their own organization, lessons which will be of the greatest use to them when they grow up. Moreover, the boys take a real interest in their work, which makes for efficiency.

The headquarters of the Social Department, its club room, is in the Sun Building, near the mailing room. There the boys may amuse themselves in a wholesome manner while waiting for their papers. Henry Edward Warner, circulation superintendent of the Sun and Evening Sun, is largely responsible for the existence of this department.

Weekly moving-picture shows are provided for the boys' entertainment and instruction, and a "Big Sister" is employed as a friend to them. Since her advent there has been a remarkable improvement in the looks and manners of the boys.

Three violent deaths, newsboys killed by automobiles about two years ago, started the idea of the Newsboys' Social Service. The tragedies were impressive. It was nobody's business to watch over the boys. In turn the boys regarded the law and police as their enemies. Waiting for their papers they indulged in gambling, pitching pennies, craps-shooting.

When the department was started the cooperation of the police and the men who sat in judgment on the lads was sought. Judge T. J. C. Williams, of the Juvenile Court, saw the point at once.

The judge is a veteran newspaper man. So did Justice Supplee, of the Central Police District, who was so enthusiastic that he offered to contribute money from his own pocket if a fund were started.

The lesson that idleness should be shunned and that a boy should believe in his own possibilities has been taught again and again. Now 375 boys attend the weekly show. An average of about 100 boys attend the game room in the Sun Building.

**Urges Newsies to Learn Trade**

Members of the Schenectady Newsboys' Association, who are recommended by the advisory board, will be given preference by the General Electric Company, of that city, in filling vacation vacancies this summer, according to a statement made to the members of the Association by J. E. Holland, supervisor of the employment department of the company. Mr. Holland gave the boys an interesting and instructive talk regarding the opportunities of learning trades in the industrial plants.

**World's Champion Newsboy**

Joe Zahner, claimant to the title of "world's champion newsboy," has sold papers in every city of importance in the United States in his thirty years' experience, and is famous from coast to coast.



**GIVES BIG SPACE TO MOVIES**

**Hector Fuller in Indianapolis Star Prints Signed Reviews of Pictures.**

INDIANAPOLIS, March 21. — Hector Fuller, dramatic editor of the Indianapolis Star, has made the interesting departure of devoting to the motion picture, in the daily and Sunday Star alike, an amount of space and a thoughtful review exactly on a par with that given to the so-called legitimate drama. The result has been remarkable, both from a circulation and from an advertising point of view, and the Star management is convinced that Mr. Fuller's pioneer work in this respect will be followed by other newspapers.



HECTOR FULLER.

Under Mr. Fuller's enterprising direction, the Sunday Star now includes a four-page motion-picture section, while to the first nights of the film theatres are given signed reviews of precisely the same length and dignity that the other theatres enjoy.

Unlike most dramatic critics, Mr. Fuller from the first predicted exactly what has come to pass in the motion-picture field. When this new form of dramatic entertainment appeared, he grasped the significance of the film performance at once, and followed it in his column in the Indianapolis Star with expert approval and advice.

**Paper Shows Patriotic Film**

CLEVELAND, Ohio, March 20.—The Cleveland Press is showing a new war film, "The Stars and Stripes," to show what Uncle Sam is doing with his army and navy. This film is a complete exposition of the army and navy resources of this country, with side lights on the big men who are making these resources possible. Among the celebrities seen in the picture is Secretary of War Newton D. Baker, former Mayor of Cleveland. One of the features of the initial showing here was the display of the largest American flag, 136x52 feet, loaned by the City of Canton.

**Every Dog Had His Day**

CLEVELAND, O., March 20.—A unique contest was held by the Cleveland Press during dog show week, when the people of Cleveland were invited to enter their dogs in a contest for the biggest, the littlest, the fattest, and the thinnest dogs in the city. None of these dogs could be expected to enter, much less win, in the Western Reserve Kennel Club show, but the entries poured in from all over the city and surrounding territory. Many of the canines had their pictures printed besides. The four winners were given a special bench in the show, and wore silver collars offered by the Press.

**Waco (Tex.) News Sold**

WACO, Texas, March 21.—Artemas R. Roberts, president of the Amicable Life Insurance Company, of Waco, has purchased a controlling interest in the Waco Morning News, now owned and published by the Southern Publishing Company. Mr. Roberts will not assume active management of the paper, it is announced, but will hereafter direct its editorial policies. The News is in its fifth year. It was bought by the Southern Publishing Company from W. P. Hobby, now Lieutenant-Governor of Texas, and has many stockholders in all parts of the State. The News is the official prohibition organ of Texas. It is announced that its policy toward the liquor question will not be changed under the new management. This is Mr. Roberts's first newspaper venture.

**MAINTAINS PHOTOGRAPH PATROL**

**Philadelphia Public Ledger Inaugurates an Innovation in News Picturing.**

The Philadelphia Public Ledger is operating what it calls a photographic patrol, and what really constitutes an innovation in the making of pictures illustrating the day's news of the city. It is a high-power automobile, the superstructure of which is a huge camera, with lens pointing to the rear.

This great camera on wheels speeds to every corner of the city and records the day's doings with rapid-fire news pictures. It is manned by staff photographers, and equipped for quick work both in travel and in photography, and little that is of a picturesque nature happens in Philadelphia that it does not visualize for Ledger readers. The business manager of the Ledger says of this photographic patrol:

"Its picture-record of Philadelphia's daily activities lends a graphic power to the Public Ledger's pages and gives the Evening Ledger its famous back page of 'live' news pictures. This is one of the resources which make the Public Ledger and the Evening Ledger the family newspaper of 160,000 better-than-average Philadelphia homes."

**NEWSPAPER ACTIVITIES**

The Toronto Mail and Empire on February 1 incorporated a dictionary campaign for circulation building, which was a tremendous success while it lasted, but three weeks from opening day not a book was left, and no more to be obtained nearer than England.

The distribution of eight thousand dictionaries at a dollar each, in three weeks, is no mean record, and the Mail and Empire declare they could have disposed of eight thousand more if they could only have got the books, but it being an English dictionary, published in England, a fresh supply was out of the question. Very likely, however, the campaign will be reopened this coming summer if more dictionaries can be obtained.

C. E. Booth, president of the Booth Promotion Company, Limited, has handled this contract for the Syndicate Publishing Company. Mr. Booth has been in the promotion business in Canada for the past four years, and early in 1915 incorporated the Booth Promotion Company, Limited, and at the present time is syndicating a four-page photograph section and also a cartoon strip service to daily papers in the Dominion.

The Philadelphia Press is now issuing a Sunday eight-page book magazine which is comprehensive, sprightly, and most gratifying to book-lovers. One of the features is a series of articles on the famous publishing houses of the country, and another is the column of tabloid reviews which gives the gist of new publications. The editor is Linton P. Martin, who has written Press book reviews for several years. The new weekly has been the recipient of many congratulatory letters, one of which from a well-known publisher said, "There are absolutely no criticisms to be made on your book pages. They are so well-planned that nothing remains to be added in the way of suggestions."

The Evening Ledger and the Public Ledger of Philadelphia have started a new department, "Found by the Police," in which articles picked up by the blue-coats or turned in at station-houses will be advertised in the two papers.

The Fort Worth (Texas) Record is offering a free course in penmanship to all new subscribers or old subscribers who renew subscriptions for one year. The circulation department reports that this is proving a drawing card for many new subscribers.

The Oklahoma Press Association will hold its annual meeting at Tulsa, May 11, 12, and 13.

**CHANGES IN INTEREST**

DOWAGIAC, Mich.—The Daily News has been sold to a syndicate of which Harry H. Whiteley, a former member of the Michigan Legislature, has the controlling interest. Associated with him in the ownership are United States Senator William Alden Smith, Paul H. King, of Detroit, operating receiver of the Pere Marquette Railroad system, and J. O. Becraft and Chas Heddon, of Dowagiac. W. A. Van Wegen is to continue as advertising manager and J. W. Scattergood and A. M. Moon remain on the editorial staff.

BURLINGTON, Tex.—The Tribune has passed into the hands of Robert Wagner, who has secured R. W. H. Kennon, formerly publisher of the Rockdale Reporter, as editor. The first issue under the new management appeared March 16.

TOMAHAWK, Wis.—L. L. Russell and C. E. Dozer, owners and publishers of the Leader, have dissolved partnership, and the paper will hereafter be published by Mr. Dozer, who has been connected with the Leader for the past year. He will be assisted in the publication of the paper by Ralph C. Dozer, formerly of the Ashland (Wis.) Daily Press.

**NEW PUBLICATIONS**

WINNIPEG.—La Libre Parole, a new French-Canadian weekly paper, which, it is reported, will shortly be turned into a daily, was published for the first time on March 8. It has taken the place of the Soleil de l'Quest, which ceased publication in February. When it becomes a daily it will be the first French daily in western Canada.

GILMER, Tex.—The Mirror, a new daily newspaper launched here by Geo. Tucker and Son, owners of the Gilmer Weekly Mirror, made its appearance on Tuesday, March 14. The Board of Trade, realizing the need for and the value of a good, live daily newspaper, was instrumental in inducing Mr. Tucker to enter the afternoon field.

**NEW INCORPORATIONS**

NEW YORK.—Motion Picture News, Bay Shore; capital stock, \$100,000; publishing, printing, and advertising; incorporators, W. A. Johnson, E. K. Gillett, and H. A. Wykoff.

PHILADELPHIA, Pa.—Bowers' Art Service; capital stock, \$50,000; general advertising; incorporators, Charles R. Bowers, Joseph F. Mahaffey, and I. Benjamin Glueckfield, Newark.

ALBANY, N. Y.—Law Studios; capital stock, \$5,000; general advertising business, maintain advertising curtains, give operatic or dramatic concerts, etc.; incorporators, Paul Dodge Wood McLean, and James Monroe, Manhattan.

TRENTON, N. J.—Ad Display Company, Newark; capital stock, \$25,000; advertising; incorporators, Louis Fischer, H. S. Kinney, and Abraham Fuerstein.

New York City—Alliance Engraving Company, Inc.; capital stock, \$3,000; publishers, printers, engravers, electrotypers; directors, M. L. Weiland, or New York city, Arthur H. Slack and Henry Amerman, of Brooklyn.

New York City—The Export Press, Inc.; capital stock, \$5,000; general publishing and printing; directors, Jacob Freidman, Joseph Medofsky, and Joseph M. Arnow, all of New York city.

**To Put Barotype Machine on Market**

The Brown Barotype Company, an Illinois corporation, with a capital stock of \$150,000, with offices in Chicago, proposes to bring out a new typesetting machine, which will be sold at \$1,000. The Barotype machine took a prize at the Panama Exposition at San Francisco last year. The promoters say that the patents pending cover and protect many new and valuable features of this machine, thus securing for the company the exclusive right to manufacture and sell it.

**The "Flaneur" Letter**

Edward S. Lewis, Editor *St. Louis Star*: I note in to-day's *St. Louis Times* in your Flaneur letter a reference to "Stonehenge" and an article which you say that you wrote some time ago concerning Stonehenge. I should thank you very much to send me a clipping. I have been reading your letters daily and find them very interesting.

For Price and Territory write:  
**THE DAILY "FLANEUR" LETTER OFFICE**  
Munsey Building Washington, D. C.

**Dr. Barnard's Food Page**

We are now allotting territory

The Evening Mail Syndicate  
203 Broadway, New York

**The Electric Bulletin**

is a business asset. It is as important a part of a newspaper equipment as a Linotype. An Electric Bulletin will increase your circulation and popularity. Ask any one of its users.

A machine may be leased, bought for cash, or liberal terms will be given. Write for particulars.

National Electric Bulletin Corp.  
New London, Conn.

**Ten Million a Week Says Government Report**

A special service syndicated gratuitously to papers who desire live movie topics.

**The Vitagraph Company of America**

East 15th St. & Locust Ave., Bklyn., N. Y.  
NEW YORK LONDON  
CHICAGO PARIS

**SUPPLIES**

For the Press and Stereotype Rooms are increasing in price and becoming scarce and difficult to obtain. Our advice is to ORDER NOW while it is possible to secure supplies that later on will be entirely exhausted.

"Quality Goods Only"

New England Newspaper Supply Co.,  
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USE  
**UNITED PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

## Season's Literature

The New York Times Spring Review of Books, Sunday, April 16, will give a classified and annotated list of three hundred new books and a complete recent bibliography of the European War. The brief description of each new book enables readers to make selections for Spring and Summer reading.

Sunday circulation exceeds 400,000 copies.

## The Pittsburgh Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

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Peoples Gas Building, Chicago  
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Real Estate Trust Building, Philadelphia

## PLENTY OF MONEY AND GOOD CHEER

That's the situation in  
**PITTSBURGH, PA.,**  
Everybody Busy.

**GAZETTE TIMES**  
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Have the largest circulation.  
Combination Rate, Daily 20c a line.  
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## The POST and The SUN WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are to-day the best newspapers in Pittsburgh. The most wide-awake, up-to-date Daily papers ever published in that city, and the great public is realizing the fact more and more every day.

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**NEWSPAPER**  
prosperity is based on circulation.  
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elements of the right kind make and hold circulation.

**SERVICE**  
by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

**Newspaper Feature Service**  
M. KOENIGSBERG, Manager  
47 PARK ROW NEW YORK

## NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

### New York University

Current Opinion reprints this month "Zelig," a story written by Benjamin Rosenblatt, a journalism student at New York University. This tale was called "the best short story of the year" by the Boston Transcript, in its annual review of magazine fiction for 1915. A picture of Mr. Rosenblatt appears in the current issue of the Bookman. He is one of the most promising of the journalism students in magazine fiction.

The April number of Adventure announces in its "Trail Ahead" a story for its May number called "Red Flannel," by Charles Brown, jr. Before Mr. Brown enrolled in the journalism courses at New York University he was a student at the University of California.

Hawthorne Daniel, a journalism student, has gone to South America for the Outlook. Upon his return he will resume his studies. During the summer he worked on the Bee, of Omaha, Nebr.

Clara Tarbell, a former journalism student and a niece of Ida Tarbell, has been appointed literary editor of the Designer.

Samuel Hopkins Adams told the class in advertising media last Wednesday about his work on the Tribune as conductor of Ad-Visor Column.

The Christian Endeavor World, in a recent issue, had an article on "Ira Stringham—Hero," by J. H. Ransdell. The article grew out of a classroom exercise given by Mr. Ransdell in News Writing.

Everybody's Magazine, in its current issue, features in its announcement of its May number a story by Dorothy De Jagers, who specialized in magazine fiction while at New York University.

Arthur Jones, a journalism student, has been appointed editor of Basic Advertising. He will continue his night courses at the University.

Eva E. von Baur, editor of the woman's page of the Evening Sun, recently addressed the students on "Editing a Woman's Page."

The Scoop Club, an organization of journalism students, holds a smoker at the University Government House, this Saturday evening.

E. St. Elmo Lewis, formerly advertising manager of the Burroughs Adding Machine Company, spoke at the University last Thursday evening.

### Ohio State University

What is expected to develop into a broad extension service, is the work that the department of journalism of Ohio State University is now doing to aid country editors of Ohio in improving their papers. At the recent meeting of the Buckeye Press Association at the University, Prof. Joseph S. Myers, head of the journalism department, announced that the department would be glad to help the editors, by criticising their papers, or giving advice upon their problems. Since then he has received several papers for criticism. The papers are gone over carefully, marked where they might be improved, and then a written report is sent to the editor.

The Lantern, Ohio State University daily, is not only the laboratory of the department of journalism, but it will soon be the laboratory of the department of philosophy as well. Ethical problems, arising from editorials, news stories, features, and letters appearing in the College daily, will be studied by one of the classes in philosophy, under the direction of Prof. A. E. Davies, of the department.

More than seventy-five persons attended the first of a series of special meetings for students interested in student publications, held Friday, March 17, at Ohio State University. After a dairy lunch and an hour's vaudeville bill by members of the Lantern staff, speeches were made by Prof. Joseph S. Myers, Prof. William L. Graves, of the English department; Willard Kiplinger, of the Associated Press, graduate of the journalism department, and C. C. Lyons, of the Scripps-McRae League. A. Bernard Bergman, editor of the Lantern, presided.

### University of Illinois

Business and news problems of particular interest to country newspaper publishers in Illinois are to be considered at the first annual conference of editors and business managers of such papers, to be held at the University of Illinois, Urbana, April 6, 7, and 8, under the auspices of the course in journalism. The sessions are to begin Thursday afternoon, so that publishers may be able to supervise their papers Thursday morning and arrive in Urbana in time for the opening address. John H. Harrison, editor of the Danville (Ill.) Commercial-News, will preside at the three-day session.

Local and foreign advertising will be handled by J. K. Groom, advertising manager, Beacon-News, Aurora, and Walter Buchan, of the J. Walter Thompson Advertising Agency, Chicago. E. H. Childress, editor of the Fairfield Press, will discuss "Getting, Extending, and Holding Subscriptions," while the problems of circulation will be presented by Edgar A. Davie, editor of the Talk, Anna. Business organizations and cost accounting for country newspapers will be discussed by R. G. Lee, cost expert and field agent of the University of Wisconsin. James Schermerhorn, editor of the Detroit Times, is to address the assembled newspaper men and others interested, Thursday night, April 6, on the theme, "Testing the Beatitudes, a Twentieth Century Adventure in Journalism." President Edmund J. James, University of Illinois, will preside at the meeting.

On Friday, F. W. Beckman, director of the department of journalism, Iowa State College, Ames, will outline "Newspaper Opportunities and Duties in the Century Field," followed by a discussion of "Country Correspondence," by Jacob L. Hasbrouck, city editor of the Bloomington Pantagraph. R. E. Hieronymus, community adviser, University of Illinois, is to speak on "Community Service."

An automobile tour of the campus and farm and of the University towns will be made later in the afternoon, and in the evening, James Keeley, editor of the Chicago Herald, will speak on "The Journalism of Public Service."

At Saturday morning's session there will be an address by Dean Eugene Davenport, of the College of Agriculture, University of Illinois, on "Agricultural Possibilities for the Country Editor," and a double-barrelled discussion of "The Education of the Newspaper Man," by Frank W. Scott and H. F. Harrington, instructors in the course on journalism, at the University.

Saturday afternoon will be given over to the Round Table, where such practical topics as "The Value of Contests and Premiums" will be treated by Wilson W. Smith, editor of the Waverly Journal. "The Editor's Relation to the Community," by John M. Rapp, editor of the Fairfield Record; "Shall One Plant Print Newspapers for Several Towns?" by Robert C. Criffield, editor of the Miner News; "Coöperation," by P. E. Low, editor of the Woodford County Journal, Eureka; "The Employment of Help," Frank Coles, jr., editor Albion Journal; "The Editor-Manager," Vern E. Joy, editor Sentinel, Centralia; "Newspaper Files in the University Library," P. L. Windsor, Librarian, University of Illinois; "How May the University Help the Country Publish-

er?" J. C. Adams, editor of Peotone Vedette, and P. K. Johnson, editor Belleville Advocate.

Interest in the approaching conference is widespread, and it is expected that fully 100 editors and business managers will come to the University to take advantage of the opportunity to discuss and solve some of their problems. The University of Illinois has enlarged the scope of its training in journalism, and now offers additional courses.

### University of Pittsburgh

Professor Charles W. Arnold, of the School of Journalism, of the University of Pittsburgh, is preparing the programme for the annual meeting of college editors and publishers of the Middle Atlantic States to be held at the University in the week of May 15. The programme will include addresses by several well known newspaper men and women.

### George Washington University

The George Washington University faculty announces that a course in journalism will be inaugurated at the University at the beginning of the next school term this coming fall. This department will be in charge of competent instructors and students will be marked in this study, as in any other.

### Washington University

Carl H. Getz, assistant professor of journalism at the University of Montana, is to fill a vacancy in the journalism faculty at the University of Washington caused by the appointment of Prof. L. A. White to the summer faculty at the University of Michigan.

### Books For Newspaper Men

The University of Missouri has issued as a bulletin in its journalism series "The Journalist's Library," a list of books for reference and reading, by Charles E. Kane, assistant in journalism at the university. The list, which covers 88 pages, names and gives a brief description of hundreds of volumes, old and new, which will be found more or less indispensable to editors and other serious students of journalism.

### ORGANIZE TO HELP YALE BOYS

Alumni Engaged In Advertising Form National Altruistic Association.

Certain alumni of Yale University who are engaged in advertising have just organized in New York the Association of Yale Men in Advertising, planned to be of practical service to Yale undergraduates by aiding in deciding whether they wish to enter advertising as their life work.

Each year a member of the Association will lecture before the students on the advertising business and afterwards meet such of them as are specially interested in order to answer such questions as they may care to ask.

There will be an active and efficient employment bureau to help place Yale men upon graduation in advertising connections. The work of the Association will be nation-wide in scope.

The organizers of the Association are: E. R. Crowe, '03, Eastern advertising manager of System; Chester B. Van Tassel, '06, business manager of Harper's Bazar; Charles W. Hoyt, '94, of Hoyt's Service, Inc.; Robert H. Cory, '02, of Lamont Corliss & Co.; Crosby B. Spinney, '05, assistant advertising manager of McCall's; Wendell P. Colton, '93, of the Wendell P. Colton Advertising Agency; Robert W. Carle, '97, advertising manager of John Carle & Sons; George S. Fowler, '06, advertising manager of Colgate & Co.; George E. Thompson, '95, advertising manager of the Yale Alumni Weekly; Clayton DuBosque, '11, of the firm of J. D. Barnhill, Inc., advertising agents; Stanley B. Resor, '01, of J. Walter Thompson Company, and A. Rowden King, '06, of The Ethridge Association of Artists.



NEWSPAPER MAGAZINE CATALOG  
"DIRECT" FORM-LETTER  
**Ad-itorials**

I last week's issue I mentioned the plans that were formed by the manufacturers to put bicycles back on the business map.

The main spring of the movement was publicity. These gentlemen were all practical business-getters and nourished no fool delusions that the bicycle trade could be animated in any other lasting way.

People MUST begin to think and talk and live "bicycle." People must bump up against that word everywhere they turned. There must be a bike at every "news crossing." Dusty little bicycle shops, down long forgotten by-ways, must be brought up and into the sunshine of Main Street. The man who has grown to dread that long walk to the factory, or to the store, must recall that it would be a pleasant ride there. Bill, who afoot, could never make the village dances four miles down the road and whose Dad doesn't want to keep the hoss up all night, must make those little after-dark meanderings on a bicycle.

Then—all at once—as if by common agreement, things began to happen. No cheap, desultory "fizz" and "pop," but big bangs that kept up, artillery-fashion, and have never stopped for an instant during the remarkable campaign. Somebody had lined up the rockets in an endless row and was setting them off, one after the other.

MANY BICYCLE PAPERS STARTED.

Never before have the bicycle trade papers carried so much bicycle publicity. Double-page spreads are the order of the day—and in color when the advertiser can get it.

Editorially, these trade publications fairly bulge with live material—with news pictures from bicycledom, with pertinent paragraphs, with wads of trade activity in every wide-awake hamlet, North, South, East and West.

The motorcycle magazines and trade papers dance a dervish of good business. It's all comin' in and nothin' going out. Dealers, who had sleepily supposed that the bicycle business had sat down in a corner for good, rubbed their eyes and blinked and sent in new orders to the manufacturers. Even automobile journals have been compelled to give fat supplements to the bicycle end of a big business.

No one appeared to know quite what was causing it—no one knows NOW, the magnitude of the effort and the master craftsmanship of the hidden machinery. Bicycle manufacturers, encouraged by results, gave orders for booklets and leaflets and dealer newspapers and electrotype books and spic-and-span modern catalogues in color.

Windows of tiny bicycle shops in Walla Walla and Spruce Junction were sent window cut-outs and brilliant posters and display cards and unique price tabs and counter ornaments that turned uninviting stores into just the opposite.

NEW MAKES OF WHEELS.

Then, too, there were new makes of wheels—the sort boys like, with fancy nickel trimmings and gold name plates and queer handle-bars no boy had ever seen before. (One large tire manufacturing organization puts out thirty-eight different kinds and patterns of bicycle tires. Just think of it! A lad may have a differently designed safety-tread in de luxe red-rubber for every day in the week!)

Newspaper syndicates began to use bicycle pictures and copy—the sporting pages of newspapers and sporting magazines helped the good work along,

And if ten or fifteen thousand motorcycle and bicycle enthusiasts happened to meet in California for a jollification, the news of it was sent humming over the telegraph wires of a very busy nation.

Dealers, manufacturers and the reserve force of the Grand Army of Bicycle Bugs inform us that the recent bicycle shows in New York, Chicago and Detroit aroused more interest than at any time since 1902.

You see—the dead and defunct Bike had been yanked out of its shroud and brought back to life once more by some twentieth century wizards.

But the culminating attack has been saved for a rapid-fire volley in the newspapers.

Pages are being used to exploit "Bicycle Day"!

BUY A BICYCLE.

"Buy a Bicycle" is the catch-phrase. And in every likely city and town and village both of these thoughts are being driven home.

Where the local dealer will not pay for the space himself, the manufacturer "forks out." He realizes it will pay him in the end—pay the dealer first and then "home" by the inevitable processes of time and trade.

Some of the page newspaper advertisements are illustrated. Father and mother and the kids are shown, four abreast, on bikes, riding straight out at the reader. Streams of happy bicyclists spin from the open door of the bicycle shop. "Get aboard the Happy Wagon," suggests one advertisement, and a giant wheel is shown, with hundreds of small figures scrambling for a seat.

There is life and action and "go" and the spirit of outdoor sport in these ads. They are tonic in type!

HELP FOR THE DEALER.

Following the large ads are many smaller designs—two, three, four and five columns in width. Mr. Small-Town Dealer may have as many of these as he pleases, electrotyped and ready for the paper. In communities where artists are an unknown quantity, and engraving plants as scarce as feathered frogs, the importance of this practical cooperation is especially apparent.

The result of the "Buy A Bicycle," country-wide campaign is even now beginning to show itself. More bikes are being purchased than for ten years—the trade is on the threshold of a wonderful rejuvenation.

Great is the power of the printed word!

W. LIVINGSTON LARNED.

Six-Point League Luncheon

W. A. McDermid, advertising manager of the Gerhard-Mennen Chemical Company, will be the chief speaker at the regular monthly luncheon of the Six-Point League, which will take place on Wednesday, March 29, at the Martini Hotel. Mr. McDermid is very well known in the advertising field, and the subject of his talk at this luncheon, namely, "Why They Are Not Using Newspapers Generally and How They Could Possibly Be Interested Later," should prove exceptionally interesting to newspaper men. An additional attraction at this luncheon will be a short talk on the scope and plans of the Associated Advertising Clubs of the World Convention in Philadelphia next June by Mr. Rowe Stewart, chairman of the Convention Committee of the Poor Richard Club.

ALONG THE ROW

JUST THE SAME.

Don't get a big head on your job,  
Though your work be O. K.  
Don't think the paper would suspend  
If you should pass away.

And though you are a useful man  
And greatly aid the game,  
If you should die the good old sheet  
Would come out just the same.

There is no man who holds a job  
Whose place the boss can't fill.  
And even if the boss should go,  
The biz would run on still.

The editors, and other stars  
Who've won renown and fame,  
Should they all go, the good old sheet  
Would come out just the same.

LACKING IN DETAIL.

During a recent snow storm, a cuh dashed into the city room and wrote: "Lugo Pasquel, while shovelling snow in a manhole, slipped and fell in the sewer this morning."

He handed his copy to the City Editor, who said: "Well, what became of the man? Is he dead or carried out to sea?"

"I don't know," replied the cub. "They got his shovel out while I was there, and I guess he's somewhere near it. Shall I go and find out?"

"Yes," said the City Editor; "and if they haven't found him, jump in the sewer and search for him yourself, and ask him for his photo."

THE BOSS IS KING.

A puny thing  
Is any king  
'Longside a Printing Press.  
They dread its roar  
Far more than war.  
They've reason to, we guess.

Kings come and go  
In life's big show,  
And no one care's a rap.  
But presses run  
From sun to sun  
And never take a nap.

Kings head a state  
And claim they're great  
Because of royal birth.  
It makes us smile—  
For all the while  
'Tis Press that rules the earth.

THE CENSOR.

Near Mexico  
The boys may go  
And spread along the border.  
But with no sight  
Of army fight  
For that is Funston's order.  
The Censor man  
Is out to can  
All army information.  
Scribes cannot hike  
The cactus pike  
Into the Greaser nation.  
They cannot see  
The cavalry  
Dash in or make a sally.  
All they can do  
Is sit and chew  
An El Paso tomale  
Of course it's rough  
And rather tough  
To spoil a corking story,  
For scribes it seems  
War now but means  
Hotel bills and no glory.

ONCE MORE.

Score another for the power of advertising. Man out West had something happen to him which caused him to lose his memory. He couldn't even remember his own name. Then he happened to pick up a paper in which was an item to the effect that he was missing. He at once recognized his own name, memory came back, train for home, happy reunion, etc.

TOM W. JACKSON

"Because of its  
Known Prestige  
& Selling Ability"

the words of a prominent national advertiser in giving reasons for selecting the Free Press for his 1916 campaign. An opinion based upon sound judgment. Apply it to your Detroit selling problems.

The Detroit Free Press

"Michigan's Greatest Newspaper"  
Foreign Representatives } VERREE & CONKLIN } New York Chicago

Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

THE  
NEW ORLEANS ITEM

Member A. B. C.

Accepts advertising on the absolute guarantee of the largest net paid daily circulation of any New Orleans newspaper or no pay.

THE JOHN BUDD COMPANY  
Advertising Representatives  
New York Chicago St. Louis

What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations. The S. C. BECKWITH SPECIAL AGENCY  
New York Chicago St. Louis

You MUST Use the  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN..... 150,000

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.  
ELIOT LORD,  
110 W. 34  
New York

MONEY IN THIS TOWN

Colorado Springs has \$12,000,000 in bank deposits—\$400 for each person.

THE TELEGRAPH

is the paper these depositors read.

J. P. McKinney & Son  
New York Detroit Chicago

Having the confidence of its readers

DETROIT SATURDAY NIGHT

produces sure results.  
G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

TAKE IT TO  
**POWERS**  
 OPEN THE FASTEST  
 24 HOURS ENGRAVERS  
 OUT OF 24 ON EARTH  
 ON TIME ALL THE TIME  
 POWERS PHOTO ENGRAVING CO.  
 24 Nassau Street Tel. 4200-4 Bookman

### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

## BURRELLE

60-62 Warren St., New York City  
 Established a Quarter of a Century.

### ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.  
 Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.  
 Plainfield, N. J.

## Successful

Men in every walk of life are all familiar with

### Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

### Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.  
 106-110 Seventh Ave. New York City

## HEMSTREET'S ATLAS PRESS CLIPPING BUREAU

TENTH AVENUE NEW YORK  
 AT 45th STREET

### HOW AD CLUBS HELP PUBLISHERS

Make Local Merchants More Efficient Advertisers, Says Minnesota Editor.

Getting the local merchant to be a more efficient advertiser is one of the problems of the newspaper publisher, and in the local advertising club, Ludwig I. Roe, associate editor of the Northfield (Minn.) News, finds a solution for that difficulty.

"No doubt a considerable number of the merchants are slow, backward, and half asleep—but have they been prodded hard enough and in the right place?" asked Mr. Roe recently in discussing what the local advertising club had done for the Northfield newspapers. "The advertising club furnishes a good prod and relieves the editor of some of his burdens. Make advertising attractive. Put some joy and pep into the work, and after a while the other fellows will come across for the chance to join you."

Advertising bargain days under the supervision of the advertising club resulted in more advertising space being used in the newspapers. "They got forty-six ads," said Mr. Roe, referring to the advertising club, "and we had planned on forty as a maximum. The space we had planned for a general announcement was reduced to two of the ad spaces. With only one or two exceptions—cases where the merchant advertised goods out of season—all of the advertisers sold out their special bargains long before closing time. And the trading area was extended considerably."

### Ads Now Taxed in Uruguay

Hereafter all advertisements posted or distributed in the city and Department of Montevideo will be subject to a municipal impost, according to a law published in a recent number of the Diario Oficial. The tax applies to commercial advertisements and professional notices of all kinds posted on walls, buildings, billboards, interiors, railway coaches, street cars, carts, and other vehicles. Advertising by means of electric flashers, street banners, awnings, and distribution of handbills is also subject to tax and municipal regulation. A published schedule covers rates for all classes of advertising, the charges varying according to the medium used and the period covered. Advertisements of alcoholic beverages are subject to an additional tax of 10 per cent. of the regular schedule.

### California "Drys" Offer Prizes for Ads.

SAN FRANCISCO, March 20.—Pupils attending the California High Schools and in the seventh and eighth grades of the grammar schools will have an opportunity this year to win substantial cash prizes for suggestions for street-car advertising. Two prizes of \$25 each will be given, two of \$10 each, and two of \$5 each. These prizes are offered by the California Campaign Federation for the best street-car advertisements, not to exceed forty words in length, in favor of voting California "dry" at the coming election.

### Law's Ad. Clause Unconstitutional

CLEVELAND, O., March 20.—Advertisers are interested in the recent decision of Judge Nippert, of Cincinnati, in which he declared as unconstitutional parts of the Lloyd law forbidding dentists to advertise under any other than their own name. A dentist submitted to arrest on the charge of violating the clause named, and sued to test the validity of the law. In his ruling the judge declared the Legislature might as well seek to stop a soap manufacturer from advertising his business, or compel him to advertise it under the individual name of the manufacturer, instead of under a trade-mark name.

The plant of the Weatherford (Tex.) Daily Democrat was last week damaged by fire to the extent of \$4,000.

### Elmer Helms Dies After Long Illness

Elmer Helms, long prominent in advertising circles, died on Tuesday in his fifty-second year. He had been ill of a complication of diseases for a long time. Mr. Helms was born in Pottsville, Pa., October 22, 1864, came to New York as a young man, and worked



ELMER HELMS.

as an advertising solicitor on the New York Commercial Advertiser. Then he successfully conducted an advertising correspondence school for several years.

Later he was attached to the advertising department of the John Wanamaker New York store. He was for several years on the New York American, and then on the New York Tribune, where he was advertising manager for some time. His last connection was with Newspaperdom.

### OBITUARY NOTES

HERMAN BARTLE is dead at Winona, Minn., at the age of fifty-seven. He had been connected editorially with German papers in New York, Milwaukee, and several Northwestern cities.

CLARENCE E. WEED, newspaper man, died March 15, in the Mercy Hospital, Chicago, after an illness of several weeks. He was one of the "old timers," a veteran of the corps of reporters who "covered" the World's Fair Exposition. He was born in Elkhorn, Wis., forty-eight years ago, and went to Chicago at the age of eighteen, in charge of a carload of cattle which his father had shipped. He obtained a job on the old City Press Association, and later went to the Chronicle. An accident impaired his hearing, and he became a copy reader. He "read copy" on the old Record, the Chronicle, the Morning News, the Journal, and the Herald.

J. M. HUFF, editor of the Wrightsville (Ga.) Headlight, died at his home in that city on March 16 from a stroke of paralysis. He had been editor of the Headlight thirty years, and was seventy years of age.

ROYAL J. GRASSLY, general advertising manager for the California Fruit Growers' Exchange, died March 16 in the Evanston (Ill.) Hospital, where he had been confined with scarlet fever.

JOHN G. DOREN, eighty-one years old, an editor of the old school, former publisher of the Dayton (O.) Democrat, predecessor of the Daily News, and formerly of the Cincinnati Enquirer, died March 10, following an apoplectic attack at his home, Morningside, near Ft. McKinley, O. In 1857 he was official reporter of the Ohio House of Representatives; from 1861 to 1862 he was private secretary to the Secretary of the Treasury at Washington, and from 1877 to 1879 he was journal index clerk of the House of Representatives.

In his early manhood he had taken up the study of law, and in 1865 he was graduated from the Cincinnati Law School. The call of the journalistic game, however, was strong, and in 1865 he succeeded G. M. D. Bloss on the Cincinnati Enquirer. He held this position until a short time before he went to Dayton, in the latter part of 1869.

MISS EMMA S. SWINGLE, author and former writer for the Los Angeles Times, died in Cleveland last week, as the result, it is believed, of a sleeping potion. Miss Swingle was a sister of Dr. Charles M. Swingle, of Cleveland. He said he and another physician worked over Miss Swingle for twelve hours in an effort to bring her to consciousness. In recent years Miss Swingle was noted for her poetic works.

RICHARD F. WINFIELD, formerly associated with the advertising department of the New York American, died Monday at Riverside, Cal.

THOMAS B. WHIFFEN, at one time associated with the circulation department of the Utica Morning Herald, died March 12.

### BUREAU OF TRADE AID

Tribune Announces New Phase of Its Campaign for Clean Advertising.

C. E. La Vigne is organizing a Bureau of Trade Aid for the New York Tribune. In its announcement of the formation of the new bureau the Tribune says:

"C. E. La Vigne, the present head of the Bureau of Investigations, take up a new phase of the Tribune's campaign for clean advertising and fair merchandising. He will form the Bureau of Trade Aid, to which merchants and manufacturers everywhere can look for helpful, reliable facts on merchandising conditions in the metropolitan territory. Mr. La Vigne's government service with the Federal Trade Commission, bringing him in touch with retail and wholesale merchants and manufacturers, qualifies him in the highest degree to organize this authentic source of information for national advertisers."

### To "Boost" New Jersey

Charles F. H. Johnson, of Passaic, N. J., president of the New Jersey Real Estate Board, is completing details for a \$500,000 advertising campaign to "boost" New Jersey. The advertising will be countrywide and will consist in a large measure in the use of space in the newspapers. In addition an information bureau will be established in New York city, where representatives will furnish data with reference to any community in the State, with details about residential sections, mill districts, facilities for manufactures, information about train and hotel service to all parts of New Jersey and complete details of summer and winter resorts.

### Advertising Man Gets Patent

H. J. Halton, advertising manager of the Z. C. M. I., of Salt Lake City, Utah, received notice the other day that he had been granted a patent on a marble game he recently devised. The device is in the form of a wooden saucer with slanting approaches on two sides, and is so arranged that several different games may be played with it. Mr. Halton hit upon the scheme for entertainment while trying to make something to amuse his boys.

### Start Shingle Advertising

Shingle manufacturers of western Washington, Oregon, and British Columbia have started an extensive advertising campaign to popularize the red cedar shingle. Advertisements will appear in the leading newspapers in the near future, setting forth the advantages of using "Rite-Grade" shingles. In all, \$60,000 has been appropriated for the campaign.



**PULP MEN PUSH PROTEST**

Oral Argument Next Month Before Interstate Commerce Commission.

WASHINGTON, March 22.—The date for oral argument in the case of the Mechanical and Chemical Pulp Division of the American Paper and Pulp Association, complainants, against the Baltimore & Ohio Railroad Company and others, protesting against free storage and other free terminal service for pulp from foreign countries at the ports of Philadelphia, Baltimore, and Newport News, has been set for April 18, by the Interstate Commerce Commission.

The brief on behalf of the Mechanical and Chemical Pulp Division has been filed with the Commission by its attorneys, and it is the contention of petitioner that this free service on foreign pulp is given to importers at the expense of the respondents, and is unjust and unreasonable in violation of section I of the act to regulate commerce; that it effects undue and unjust discrimination against petitioner's product and against commodities and localities denied similar privileges, in violation of section 2 of said act; that it subjects petitioners and the shipping public in general to undue and unreasonable prejudice and disadvantage in violation of section 3 of said act, and is a practice beyond the natural and lawful functions of the respondents as common carriers. The petitioners charge that this free service has produced speculation in this commodity and artificial and demoralizing market conditions in the entire paper industry, to the detriment of such industry and the general public.

"The relief prayed is the abolishment or readjustment to the free terminal service as now furnished by the respondents at the ports of Philadelphia, Baltimore, and Newport News upon foreign wood pulp, so as to remove the abuse complained of. It is submitted that at these ports a free time allowance on foreign pulp of ten days, at most, would adequately serve all real transportation needs, and in no way embarrass legitimate importations of this commodity.

**BIG PAPER PLANT TO EXPAND.**

Inland Empire Co. Ready to Increase Its Investment to \$1,500,000.

SPOKANE, March 21.—An expenditure of \$250,000 will be made this summer by the Inland Empire Paper Company in expanding its plant at Millwood, just east of Spokane, according to the statement of R. S. Talbot, general manager. This will increase the investment to \$1,500,000.

A sulphite plant constructed of steel, brick and cement will be provided to manufacture acids and other raw materials previously purchased abroad.

More than 15,000,000 feet of spruce and white pine logs will be assembled annually from an area of 100 to 150 square miles in Washington, Idaho, and Montana, for the supply of the new plant. Orders have been placed for the logs, which are being cut. Fifty men will be added to the pay-roll of the plant, which now employs from 190 to 225. With those in the woods the total number at work will range from 300 to 400.

**Carrazista Paper Suppressed**

EL PASO, Tex., March 18.—Fernando Gamiochipi, editor and publisher of El Paso del Norte, the official organ of the Carranza Government at El Paso, was arrested on March 14 and the entire edition of the paper, which was to have been put on the streets confiscated by the authorities. The direct cause of the action was an inflammatory article, in which the editor called on all to prepare to defend themselves against the common enemy, and predicted that if the Americans crossed the border, all factions in Mexico would unite to drive them out.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**ADVERTISING, ASSISTANT OR BUSINESS MANAGER**—Live wire, hard working young man, 27 years of age, 12 years' experience, not afraid of work, but love it; result producer. Excellent education, quick to make and hold friends. Desires to make change where attention to business at all times and results will show advancement. Can furnish best references as to ability, integrity and honesty. Investigate me. I am worth it. Address "Producer," care Editor and Publisher.

**ADVERTISING MANAGER**—Eight years' experience. A real solicitor and an expert trained copy writer able to show advertisers how to use space and get results; young, active and ambitious, desires permanent connection with live daily. Conn., N. Y., N. J. or Penn. preferred. "Ad Man," 643 Madison Street, Brooklyn, N. Y.

**DO YOU NEED AN**

**ADVERTISING MANAGER**

I am 33 years old, married and in good health. Have had valuable experience as solicitor and advertising manager with leading papers in New York, Minneapolis and Canada. Am able to furnish the highest references as to ability and character.

I want to make a permanent connection with a progressive and growing newspaper, in eastern or west central states.

Better write now. It may be to our mutual advantage. Box 11787, care Editor & Publisher.

**PUBLISHER'S NOTICE**

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Cincinnati, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York city.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 pica wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and in on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W. Chicago—Poussin Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St. W. San Francisco—R. J. Bidwell Co., 742 Market.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**ADVERTISING MANAGER**—Here's opportunity for leading newspaper to get Advertising Manager of ability and experience; retail selling expert and believer in aiding merchants to use space profitably. Trained solicitor, copy creator, and invaluable to daily, considering advertising as news and desiring to change spasmodic accounts into steady advertisers. Age 30, married. Address "Service," care Editor and Publisher.

**CARTOONIST**—Who has had success contributing to comic weeklies desires position on daily as political cartoonist. Address K. R., 438 Portland Avenue, St. Paul, Minn.

**CARTOONIST**—With years of experience in New York and other papers, is open for engagement with any of Western or Southern Journals. Address F. J. A., 1-1769, care Editor and Publisher.

**CIRCULATION MANAGER**—Who can do things. One who can develop your circulation organization to the highest point of efficiency from a promotion and distribution standpoint seeks an opportunity on an afternoon newspaper in a city of not less than two hundred thousand population. With proper editorial cooperation he will guarantee a net paid increase that will be most satisfactory to you. Not a cheap man. Now employed. Best references. Address 1763, care Editor and Publisher.

**EDITORIAL MAN—INTERESTING** features supplied. Would also act as editor, manuscript reviser, and general desk man; special contributor to the late Progress Magazine, Chicago; author of "Building Up a Department Store," in Modern Methods, Detroit. Reliable, unmarried; can go anywhere. FREDERICK B. HAWKINS, Westwood, New Jersey.

**FOREMAN OR SUPERINTENDENT**—With knowledge of all composing-room details necessary to manage plant efficiently, economically, and harmoniously. Best of references furnished. Experience required on large and medium-sized city dailies. No bad habits. Married. Address H-1745, care Editor and Publisher.

**GENERAL MANAGER**—Office manager, accountant, display and classified solicitor, seeks N. Y. connection with general or specialty agency or publisher. Competent to handle advertising or circulation department; recommended by publishers and specialists. A letter will bring full particulars. Address H-1751, care Editor and Publisher.

**GENERAL MANAGER**—of daily newspaper desires a chance into bigger field. Newspaper doctor, with a personality. Have a feature that is alone in its class. Have one wife, two children and good health. If there is a newspaper owner in the North or West who needs a regular man to look after his interests, let him address 1756, care Editor and Publisher, or forever hold his peace.

**NEWSPAPER ADVERTISING MANAGER**—American, 36, married, 16 years' newspaper and department store advertising experience. Valuable man for hustling publisher requiring some one absolutely dependable to take worry of advertising department off his shoulders. This man is a success, greasy business getter, strongly recommended, never unemployed. Salary \$50. "High-Grade," 1761, care Editor and Publisher.

**NEWSPAPER MAN**—News or reportorial situation on Mid-west daily or large weekly. Young man (22); experienced. C. R. Miller, Box 57, Mulberry Grove, Ill.

**NEWSPAPER COMPOSING ROOM FOREMAN AND SUPT.**—Highly successful, wide experience, seeks opening with organization where efficiency is demanded and compensation adequate; modern methods, no four-flasher. Address 1762, care Editor and Publisher.

**NEWSPAPER MAN**—Experienced, seeks connection with live publication or with manufacturer having advertising department. Address H-1750, care Editor and Publisher.

**NEWSPAPER MAN**—Of 20 years' experience desires position with advertising agency to write copy. Address H-1752, care Editor and Publisher.

**NEWSPAPER WOMAN**—Woman, age 35, college graduate, with ten years' varied newspaper experience (from reporter to foreign correspondent and editor-in-chief) wants a good job, with responsibility and corresponding pay. Not necessarily in New York. Address H-1748, care Editor and Publisher.

**OFFICE BOY**—Ambitious, well-educated boy of 17 desires connection with N. Y. Advertising Agency as office boy. Freehand drawing and lettering highly developed; well recommended. Small salary no bar. Address 1-1765, care Editor and Publisher.

**PROMOTING CLASSIFIED ADVERTISING**—A young man, University graduate, of excellent experience and proved skill in promoting Classified and Want Advertising and efficiently managing such a department, is at present disengaged and open for connection, permanently or temporarily, with a newspaper seeking the benefit of such service. Highest references. Address 1783, care Editor and Publisher.

**PUBLISHER'S ASSISTANT**—The owner and editor of a trade journal, located in a New York State district of 35,000 inhabitants, but exclusive in its field and international in scope, wants a general assistant; a man sufficiently experienced and versatile to assist in all branches—one who, if necessary, could get out the paper, when familiar with the field. Address in own handwriting, giving essential particulars. Address "General Assistant," 1-1776, care Editor and Publisher.

**PUBLISHER**, general manager, or editor wants position. Twenty-five years' successful experience on large dailies as publisher or owner. A builder with best of references. Address G 1657, care Editor and Publisher.

\$5,000 cash, \$5,000 deferred, purchases prosperous northwestern county seat weekly. Owner reports that in year ending Nov. 30, 1915, this property returned him for personal effort and investment \$4,484.87. Equipment includes linotype, 3 presses, 3 motors, etc. Proposition N. J.

**CHAS. M. PALMER**

Newspaper Properties  
225 Fifth Ave., N. Y. City

**Connecticut Weekly**

\$2,000 cash and a small amount in deferred payments will buy a Connecticut weekly paper in a desirable field. Splendid chance for doubling the present business.

**HARWELL, CANNON & McCARTHY,**

Newspaper and Magazine Properties.  
Times Bldg., New York

**36%  
On Investment**

Northwestern educational center; growing small city, white way lights. Independent weekly, commanding circulation; no daily within 100 miles. Over \$9,000 annual receipts; actual value equipment \$8,535. Price, \$9,750, \$6,000 cash desired. Proposition 942x.

**H. F. HENRICHS**

Newspaper Properties,  
LITCHFIELD, ILL.

**Newspaper Properties for Sale**

Prosperous, well equipped daily in beautiful, healthful, growing, southern city of 10,000 population. Earning handsome income for manager beside 7% on conservative valuation of \$15,000, with no effort to enlarge income. Five thousand cash with long time on balance. Great possibilities here for an experienced, energetic advertiser, circulation man as owner. Client "S.C."

Old established Northern Ill., only daily in city of 4,000 with fine surrounding field, equipped with Linotype, etc., but no job office. Live man, with \$2,500 cash can secure by quick action a \$6,000 plant for \$4,000. Client "E.F.M."

**A. S. PORTER,**  
Newspaper Properties,  
118-120 Griswold St.,  
Detroit, Mich.

**FOR SALE**

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

**FOR SALE**—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

**FOR SALE**—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

**MISCELLANEOUS**

Advertisements under this classification fifteen cents per line, each insertion. Count six words to the line.

**CIRCULATION MAN—HOW ABOUT YOUR CIRCULATION?**—I plan original campaigns that pay. Clement Moore, Circulation Specialist, New Egypt, N. J.

**Be Alive**

Don't fill your editorial page with junk that isn't read. Get 3,000 words weekly from me. Easily localized. Samples. Hahn, 314 Grove, La Porte, Ind.

The Automatic Railway, Street and Station Indicator and Advertising Company, of San Francisco, has filed a petition for dissolution.

**TIPS FOR THE AD MANAGER**

Massengale Agency, Atlanta, Ga., is placing 3½ inches one time a week, two months, for the Exelento Med. Co., Atlanta, Ga.

Hull & Co., New York city, are sending out fourteen inches, one time to a few papers for the MacNiff Horticultural Co.

Fuller Agency, Chicago, Ill., is placing three inches, twenty-six times, with some Pennsylvania papers for W. H. Raser.

International Harvester Co. is placing 168 lines of direct, four times, with some weekly papers.

Metropolitan Agency, New York city, is sending out copy for G. P. Ide & Co., Troy, N. Y., manufacturers of collars and shirts.

A. P. Hill, Pittsburgh, Pa., is handling 140 lines, two times, in a few Eastern papers for the new William Penn Hotel, Pittsburgh, Pa.

F. W. Armstrong, Philadelphia, Pa., is placing 600 lines, fifty-two times, with a large list of newspapers for the Victor Talking Machine.

Fuller Agency, Chicago, Ill., is sending out copy, eleven times, to a few papers for the Cooper Pharmacy (Valeska Suratt).

N. W. Ayer & Son, Philadelphia, have become advertising agents for the Encyclopedia Britannica Company, of New York.

Puller & Smith, Cleveland, O., are now agents for the Glidden Varnish Company, Cleveland, makers of Jap-a-Lac.

The Art Stove Company, Detroit, is advertising its goods in agricultural and trade papers and monthly magazines.

**Advertising Agents**

**COLLIN ARMSTRONG, INC.,**  
Advertising and Sales Service,  
115 Broadway, New York.

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Broad 3831.

**HOWLAND, H. S., ADV.**  
**AGENCY, INC.,**  
20 Broad St., New York.  
Tel. Rector 2573.

**LEVEY, H. H.,**  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

**Publishers' Representatives**

**ARKENBERG SPECIAL AGENCY,**  
702A World Bldg., New York  
406A Madison Ave., Toledo, O.

**KATZ M. L.,**  
Peoples Gas Bldg., Chicago, Ill.

**CONE, LORENZEN & WOOD-**  
**MAN,**  
Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas City.

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**GLASS, JOHN,**  
1156-1164 Peoples Gas Bldg., Chic.

**O'FLAHERTY'S N. Y. SUB-**  
**URB LIST,**  
22 North William St., New York.  
Tel. Beekman 3636

**PAYNE, G. LOGAN, CO.,**  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston, Mass.;  
Kresge Bldg., Detroit, Mich.

The Cheltenham Advertising Service of New York, are placing the Oldsmobile copy of the Olds Motor Works Company, Lansing, Mich., of which R. E. Paris is sales manager and Fred Welman is advertising manager.

Hanf-Metzger, Inc., have become advertising agents for the Yale & Towne Manufacturing Company, New York, locks.

E. R. Connett, New York, is now agent for E. V. Connett & Company, hats, New York city.

Ottomar Dietz Advertising Agency, New York city, now represents De Miracle Company, New York city, proprietary medicines.

Frank Presbrey Company, agents, New York city, are now representing the Munson Steamship Line, which has heretofore placed its advertising direct.

H. W. Kastor & Sons Advertising Company, Chicago, now represents the Parlin & Orendorff Company, agricultural implements, Canton, Ill., of which R. E. Kenney is advertising manager.

N. W. Ayer & Son, Chicago, are now agents for Rueckheim Brothers & Eckstein, Cracker Jack Candy, Chicago, of which H. H. Doggett is advertising manager.

F. W. Armstrong Company, Philadelphia, now represent E. Rosenfeld & Company, Baltimore, Md., manufacturers of "Faultless Pajamas" and other specialties.

Carl M. Green Company, agents, Detroit, have taken the agency for Modart Corset Company, corsets, Saginaw, Mich. D. A. Coleman is advertising manager and H. H. Behs is vice-president and general manager of the Modart Company.

H. K. McCann Company, San Francisco, is placing Diamond Brand Walnut advertisements for the California Walnut Growers' Association, Los Angeles, with foreign and local newspapers and magazines.

The John Brod Chemical Company, Chicago, is placing proprietary medicine ads in foreign and local newspapers and magazines.

Thomas M. Bowers Advertising Agency, Chicago, is placing fountain pen ads for the De Luxe Manufacturing Company, Chicago, in foreign and local newspapers and magazines.

Young, Henri & Hurst, agents, Chicago, are placing "Garden of Eden Grapes" copy for the Fanning Charters Fruit Distributing Company, Chicago; also the copy of Oscar F. Mayer & Brothers, packers, Chicago.

Albert Frank & Co., of New York, are issuing orders to newspapers and magazines for 5,000 lines in the Atlantic seaboard territory (Pittsburgh and East), beginning April 1, for the Canadian Pacific Transcontinental lines.

The Canadian Pacific Transpacific ocean service has placed orders through Albert Frank & Co., of New York, with newspapers, for 5,000 lines in Atlantic seaboard territory.

Orders will be placed in the early spring by Albert Frank & Co., New York, for 5,000 lines in New England newspapers, for the Canadian transatlantic ocean lines.

The natural resource department of the Canadian Pacific Railway has placed orders with newspapers and agricultural publications for 1,000 lines in Atlantic seaboard territory. The business will be handled by Albert Frank & Co., of New York.

Newspapers and magazines are receiving orders from Albert Frank & Co., of New York, for 1,000 lines to begin April 15, for the Dominion Atlantic Railway.

Albert Frank & Co., of New York, have placed contracts with newspapers throughout the United States, three times a week for one year, for the Canadian Australasian Royal Mail Line.

The George Batten Company, of New York, are placing advertisements in the principal daily and weekly newspapers, for the National Lead Company and the United States Cartridge Company.

The E. D. Kollock Advertising Agency, of Boston, is placing with daily and weekly papers and magazines, contracts for the Granliden Hotel at Lake Sunapee, N. H.; Bancroft Hotel, Worcester, Mass.; Bethel Inn, Bethel, Me.; Cliff Hotel, North Scituate, Mass.; Greylock Hotel, Williamstown, Mass.; Louisburg, Bar Harbor, Me.; Sippican Hotel, Marion, Mass., on the exchange basis.

The Fletcher Company, of Philadelphia, Pa., is placing the advertising for the Pullman Motor Car Company, of York, Pa., and the Rush Light Delivery Car Company, of Philadelphia.

Young, Henri & Hurst, Peoples Gas Building, Chicago, Ill., are again placing new copy to run twenty-eight times with some Pacific Coast newspapers.

Frank Presbrey Co., 456 Fourth Avenue, New York city, is placing orders with newspapers in selected sections, for the Hendee Manufacturing Co., "Indian Motor Cycle," Springfield, Mass.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is making trade deals with newspapers for advertising the Aldine Hotel, 19th and Chestnut Streets, Philadelphia, Pa.

Blackman-Ross Co., 95 Madison Avenue, New York city, is placing new copy on contracts for the Sterling Gum Co., "Sterling Gum," Harris Avenue, Long Island City, N. Y.

Chas. H. Fuller Co., 623 So. Wabash Avenue, Chicago, Ill., is making 1,000-line one-year contracts with Western newspapers for the Cooper Pharmacal Co., Medical, 187 North Clark Street, Chicago, Ill.

Deute-Tyler Co., Dekum Building, Portland, Ore., is sending out orders to newspapers in large cities for the Pleasant Valley Juice Co., "Loganberry Pie," Salem, Ore.

Darlow Adv. Co., City National Bank Building, Omaha, Neb., is placing 21-line 52-time orders with some Western newspapers for the Skinner Mfg. Co., Omaha, Neb.

E. J. Goulston Advertising Agency, 18 Tremont Street, Boston, Mass., is again placing five-inch double-column ten-time orders with some Middle West newspapers for the Boot and Shoe Workers' Union, Boston, Mass.

Well Health Belt Co., "Wonder Belt," 125 Hill Street, New Haven, Conn., places its advertising through Hoyt's Service, Inc., 120 West 32d Street, New York city.

P. F. O'Keefe Advertising Agency, 43 Tremont Street, Boston, Mass., is making 4,000-line one-year contracts with a few newspapers, in selected sections, for the Plymouth Rubber Co., "Slipknot Rubber Heels," Canton, Mass.

Sherman & Bryan, 79 Fifth Avenue, New York city, are making contracts with newspapers that have a flat rate, for the Erlanger Bros., "B. V. D." underwear, 65 Worth Street, New York city. Other newspapers will be taken up later.

H. R. Hovey, advertising manager of the Swansdown Knitting Mills, New York, knit goods, is placing copy of that concern.

Snitzler Advertising Co., Garland Building, Chicago, Ill., is making 200-inch one-year contracts with Texas newspapers for M. Born & Co., Chicago, Ill.

After not advertising the product for twenty-five years, R. L. Williston, of Northampton, Mass., has arranged for a series of advertisements of Payson's Indelible Ink in a few women's publications and Latin-America papers. The account is being placed by the H. B. Humphrey Agency, of 44 Federal Street, Boston.

Warren G. Anderson, of the advertising department of the Boston & Albany Railroad, is using good-sized newspaper copy.

**Ad Man Calls Problem Easy**

A. L. Block, manager of L. Strauss & Co., Indianapolis, a five-floor retail clothing store, looks upon his advertising problems as easy. He says it would be just as easy for him to say what advertising the store will run next July as it will run next Thursday. The firm has but two sales a year, February and August. The rest of the time the advertising is a straight appeal for patronage in return for service and dependable merchandise. Mr. Block, addressing the Advertisers' Club, said he is heartily in accord with the campaign of the Club against fraudulent and untruthful advertising. He said that for sixteen years his company has had an inviolable rule that no overzealous copywriter be permitted to indulge in the flights of fancy. He also said he favored and has been using the non-comparative price style of advertising for years.

**To Advertise Saskatchewan Lands**

TORONTO, March 20.—At the recent convention of the Saskatchewan Association of Rural Municipalities, the question of advertising lands for sale for arrears of taxes came up for consideration. It had originally been proposed by the Government to do the advertising exclusively in the Saskatchewan Gazette, but so strong were the protests that a concession was made, and it was agreed that the advertising should be done in the local papers as well. The convention, however, expressed the opinion that the advertising of the land in detail in the Gazette was unnecessary and expensive, and that the only advertisement that should be inserted in that medium would be a notice announcing the date of the sale. A resolution to this effect was carried by a large majority.

**Pittsburgh Press Makes New Ad. Record**

PITTSBURGH, March 21.—The Pittsburgh Sunday Press has smashed local advertising records with its Automobile Edition on March 19, which contained 45,556 agate lines, or 149½ columns of paid automobile and accessory advertising. The next nearest competitor of the Press had 33,824 agate lines. Each of the Pittsburgh papers had automobile numbers on this date, signaling the opening of the Automobile Show in Pittsburgh. The Press Automobile Edition consisted of two sections, containing twenty-four pages, and the issue had ninety-six pages, with a total volume of paid advertising of 128,338 agate lines, or 421½ columns.

**New Magazine at Louisville**

G. D. Crain, jr., of Louisville, Ky., has launched a little magazine called Class, devoted to trade-paper advertising. While small in size it contains a lot of valuable matter concerning the business press of the country. So far as we know it is the only periodical of the kind in the world.



## AD FIELD PERSONALS

Arthur Acheson, national advertising manager of the Street Railways Advertising Company, of New York, addressed the Advertising Club of St. Louis recently on "The Capital Value of a Trade Mark and How to Build It."

A. L. Gale, "The Harpoonist," spoke at the weekly luncheon of the Advertising Club of St. Louis this week. His subject was "Good Copy." In addition to his connection with the Taylor-Critchfield-Clague Company of Chicago, Mr. Gale is editor and general manager of Agricultural Advertising, a monthly journal of publicity and merchandising plans. His column, "The Harpoonist," has a wide following.

A. J. Harding has resigned as secretary of the Vigilance Committee of the New York Advertisers' Club and as managing director of the Advertisers' Protective Bureau, which is promoted by the club. He will devote all his time to work in the commercial field.

Robert A. Wallace has joined the Gardner Advertising Company, St. Louis. Mr. Wallace recently came from Australia where he had been associated with John Hunter & Son, Ltd., Sydney, as advertising manager, with Melbourne and Sydney agencies, and with the Sydney Morning Herald.

Gorden Hoge, formerly connected with the advertising department of the New York Telephone Company and afterwards with the H. K. McCann Company, has joined the advertising staff of the Dry Goods Guide.

J. C. Akerman has resigned as managing director of the Advertisers' Weekly, London, to join the advertising department of the London Times. Charles Proctor, who has been for some time acting editor of the Advertisers' Weekly, has been elected managing director.

Miss M. G. Foltz and Gifford Wood have resigned from the advertising force of Gimbel Brothers store, New York city. Miss Sara S. Adams has taken Miss Foltz's place.

W. H. Temple, until recently assistant advertising manager of the Omaha (Neb.) World-Herald, has returned to Topeka, Kan., and taken a position in the advertising department of the Capper farm publications. He probably will be assigned to Western territory.

R. H. Harger is now advertising manager of the Saxon Motor Car Company, of Detroit, Mich. He was formerly advertising manager for the Markham Air Rifle Company. In his new position, Mr. Harger succeeds E. W. Corman, who resigned recently from the Saxon Company.

Bruce W. Elliott, of Fort Wayne, Ind., has been selected to take charge of the advertising of the Killian Company, of Cedar Rapids, Ia.

Byron W. Orr, formerly with the Pittsburgh Post and Sun, and lately from Dallas, Tex., has taken a position as manager of the service departments of the Mangan Printing Company, St. Louis, with which he was formerly connected. He has also renewed his membership with the Ad Club of St. Louis.

Walter C. Cole, well-known to men in the advertising and selling fields in this country, through his work in organizing the first large Salesmanship Club in the United States, and in handling the details of the World's Sales-

manship Congress, to be held in Detroit next July, has been elected secretary of the Detroit Board of Commerce.

F. Porter Caruthers, of the S. C. Beckwith Special Agency, is the father of a newly arrived baby boy. He is already trying to figure out upon which one of the papers the agency represents he will place the newcomer when he grows up.

C. C. Spears and J. S. De Remus have opened an advertising agency at Peoria, Ill. They will specialize in cartoon and design work for display advertising.

W. E. Prescott, for several years department advertising manager of the St. Paul (Minn.) Daily News, has formed a law copartnership with J. L. Jesmer, and begun the general practice of law in that city, under the firm name of Jesmer & Prescott.

George H. Phelps, director of advertising of the Dodge Brothers Company, is a guest of Jack French, the San Francisco district manager of the firm. Mr. Phelps is making a tour of the Western territory securing information and studying business conditions.

Eli Dalches, who has been with the Stiles Agency of Chicago for several years as solicitor, resigned this week, and is now associated with the Thos. M. Bowers Advertising Agency, Rector Building, Chicago.

A. C. Kilburn has become advertising manager for the Samuel Donchian Rug Co., Hartford, Conn.

F. S. Small is now advertising manager for C. H. Talcott & Co., proprietary medicines, Hartford, Conn.

J. A. Mannes has been made advertising manager of the Grand Rapids Furniture Company, of New York city.

Wilford Hall is now advertising manager of the Wilford Hall Laboratories, Port Chester, N. Y.

L. K. E. White, vice-president of the A. P. Babcock Co., perfumery, New York, now handles the advertising of that concern.

J. A. Coleman, formerly advertising manager of the Sharpless Separator Company, has been appointed director of the copy department of the Fletcher Company, advertising service, Widener Building, Philadelphia, Pa. Mr. Coleman is widely known in the advertising field as the originator of many clever ideas in business-pulling copy.

W. Victor Guinness, formerly connected with the advertising department of the John Wanamaker stores and the Associated Artists of Philadelphia, has been appointed the director of the art department of the agency.

### New Quarters for St. Louis Ad Company

George B. Collier, president of the Collier Advertising Company, of St. Louis, announces that his company will shortly occupy a suite of offices on the fourth floor of the Wright Building, that city.

### Frank Company Has House Organ

The employees of Albert Frank & Company, general advertising agents, of New York city, have started the publication of a house organ entitled "The Frank Fidelity." The object of the magazine is to stimulate cooperation among the members of the various departments. The board of editors comprises G. B. Mitchell, managing editor; Alfred G. Wonfor, first assistant editor; Curtis Lublin, second assistant editor; W. R. Siegfried, business manager; Richard Stern, sporting editor; George Borst, exchange editor. The April issue contains a brief biography of John Schwarting, who has been in the employ of the company for forty-four years.

Every business house in San Francisco and Oakland will be subject to the rules of "Dress-up Week," which will begin March 27. Arrangements are being made in many stores for elaborate window displays.

# The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA.	NEW JERSEY.
NEWS ..... Birmingham Average circulation for November. Daily, 37,189; Sunday, 33,903. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield
CALIFORNIA.	NEW YORK
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO. New York DAY..... New York The National Jewish Daily that no general advertiser should overlook.
THE PROGRESS..... Pomona	NEBRASKA.
GEORGIA.	TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	OHIO.
ILLINOIS.	PLAIN DEALER..... Cleveland Circulation for February, 1916. Daily ..... 131,774 Sunday ..... 172,449 VINDICATOR ..... Youngstown
HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,589)..... Peoria	PENNSYLVANIA.
IOWA	TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	TENNESSEE.
SUCCESSFUL FARMING..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	BANNER ..... Nashville
KENTUCKY	TEXAS
MASONIC HOME JOURNAL... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	AMERICAN ..... Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
LOUISIANA	UTAH.
TIMES PICAYUNE..... New Orleans	HERALD-REPUBLICAN..... Salt Lake City
MICHIGAN	VIRGINIA
PATRIOT (No Monday Issue)..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line.	DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MINNESOTA.	WASHINGTON
TRIBUNE, Morning and Evening.... Minneapolis	POST-INTELLIGENCER ..... Seattle
MISSOURI	CANADA
POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday ..... 204,497	ONTARIO
MONTANA	FREE PRESS ..... London
MINER ..... Butte Average daily, 11,684. Sunday, 17,971, for 3 months ending March 31st, 1915.	ROLL OF HONOR
NORTH CAROLINA.	NEBRASKA.
SENTINEL ..... Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	FREE PRESSE (Cir. 128,384)..... Lincoln
NEW JERSEY.	NEW YORK.
BOULETTINO DELLA SERA..... New York	

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915

**33,142 Daily**

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

**The S. C. BECKWITH SPECIAL AGENCY**

Sole Foreign Representatives  
New York Chicago St. Louis

# There Are Reasons Why Things Are As They Are In New York!

The Globe's continual progress doesn't just happen—it occurs!  
That there are good reasons why it does occur the figures below prove.

(Figures furnished by the Statistical Department of The New York Evening Post)  
February, 1916, Compared to February, 1915

## DRY GOOD ADVERTISING

The great merchants of New York buy this space without sentiment. They know values more accurately than general advertisers in distant cities—that's why the Globe gained 14,000 lines in 1916, as compared to other papers' losses!

	1916	1915	Gain	Loss		1916	1915	Gain	Loss
Journal,	233,258	304,798	.....	71,540	Mail,	127,205	170,059	.....	42,854
World,	165,920	224,765	.....	58,845	Post,	71,585	64,882	6,703	.....
Globe,	159,717	145,189	14,528	.....	Telegram,	62,986	124,300	.....	61,314
Sun,	145,778	164,590	.....	18,812					

## WOMEN'S SPECIALTY SHOPS

Much of this business is placed on the theory of direct results. These shops advertise one day and expect sales the next. The Globe carries more of this business than any other evening paper.

	1916	1915	Gain	Loss		1916	1915	Gain	Loss
Globe,	20,640	14,785	5,855	.....	Mail,	8,660	3,619	5,041	.....
Journal,	15,820	16,433	.....	613	Post,	4,869	3,818	1,051	.....
World,	14,130	12,581	1,549	.....	Telegram,	1,130	1,408	.....	278
Sun,	11,410	12,641	.....	1,231					

## FOODS

On the strength of the amazing and unprecedented results produced for foodstuffs during the past two years, the Globe stands in a class by itself among New York newspapers, as a medium for Food advertising.

	1916	1915	Gain	Loss		1916	1915	Gain	Loss
Globe,	43,008	37,707	5,301	.....	Post,	6,133	4,952	1,181	.....
Journal,	15,815	18,719	.....	2,904	Mail,	5,355	7,355	.....	2,000
World,	17,685	17,839	.....	154	Telegram,	5,195	6,801	.....	1,606
Sun,	8,830	10,360	.....	1,530					

## TOTAL DISPLAY ADVERTISING

Here are figures which reflect the actual newspaper advertising situation in New York City today! The Globe, with 180,000 circulation, stands second,—and leads in volume gained.

	1916	1915	Gain	Loss		1916	1915	Gain	Loss
Journal,	480,507	515,231	.....	34,724	Mail,	266,098	283,355	.....	17,257
Globe,	379,561	327,341	52,220	.....	Post,	248,527	230,859	17,668	.....
Sun,	353,142	311,992	41,150	.....	Telegram,	188,068	234,542	.....	46,474
World,	335,523	388,055	.....	52,532					

The Globe costs less and pays more per line per thousand than any other New York evening paper. It has the largest quantity of quality circulation.

180,000  
Circulation

**The Globe**  
AND Commercial Advertiser.  
OLDEST DAILY NEWSPAPER IN THE UNITED STATES EST. 1793

Member  
A. B. C.

CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,  
Special Representatives

NEW YORK  
Brunswick Bldg.



